

# Comparison of CRM Practices at Public Sector Banks and Private Sector Banks

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**Abstract:** *Customer relationship management (CRM) is the creation, development, maintenance and optimization of long-term mutually valuable relationships between consumers and organizations. Successful customer relationship management focuses on understanding the needs and wants of customers and is achieved by placing those needs at the centre of business operations by integrating them into the organization's strategy, people, technology and business processes.*

*This study explains and finds out the association between customer relationship management (CRM) practices and loyalty of customers in the Indian Retail Banking Sector. To find the relationship of CRM practices with customer Loyalty, this study will go through various types of CRM practices and their impact on the customer. Through this we will find out the effectiveness of the CRM practices adapted by various banks.*

**Keywords:** CRM, customer loyalty, banking, retail banking