

Significance of Customer Relationship Management [CRM] in Banking Sector

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Abstract: *The customer is the primary focus of service marketing. Designing products and services for the financial services industry requires expert knowledge. The banking industry is the oldest and most important financial service sector. Customer Relationship Management (CRM) has a significant impact on the service industry in order to acquire and retain clients for long-term efficiency. Relationship marketing was formally introduced into the realm of service marketing in the early 1990s. Banks discovered that it was more profitable to keep and reward existing customers than to pursue new ones. The essence of CRM is to acquire and keep customers. Therefore, banks now place a premium on comprehensive customer satisfaction, which indicates that the consumer is pleased and happy with the service. Consequently, the researcher aimed to investigate the level of satisfaction with customer relationship management techniques in chosen private sector banks in this study. Lack of understanding of Customer Relationship Management (CRM) is always a worry for service providers, particularly banks. Banks have their own methods for maintaining consumer connections. However, the perception of clients regarding the CRM activities of banks must also be considered. As a result of CRM activity attending to the demands of customers without delay, banks are able to increase customer awareness and build a substantial client database. Therefore, the concept of CRM could be stressed such that banking customers are treated like royalty. Therefore, banks must increase consumer satisfaction with the usage of contemporary banking services and provide more user-friendly services to make modern banking a pleasure for the client to engage in.*

Keywords: Commitment, Customer Relationship Management, Loyalty, Banks Service Quality, and Trust.

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