

Study on Importance of Customer Relationship Management's [CRM] in Banks and Financial Institutions

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Abstract: *The main objective of service marketing is the client. Expert expertise is necessary when designing goods and services for the financial services sector. The oldest and most significant segment of the financial services business is banking. The service sector is significantly impacted by customer relationship management (CRM) in order to attract and keep customers for long-term effectiveness. In the early 1990s, relationship marketing was explicitly introduced into the field of service marketing. Banks learned that rewarding and keeping current customers was more profitable than seeking out new ones. The goal of CRM is to attract and hold onto customers. As a result, banks now place a high value on overall customer satisfaction, which shows that the customer is happy and satisfied with the service. In order to better understand the level of satisfaction with customer relationship management strategies in selected private sector banks, the researcher set out to conduct this study. For service providers, especially banks, a lack of understanding of customer relationship management (CRM) is a constant concern. Banks have their own procedures for keeping in touch with customers.*

Customers' perceptions of banks' CRM initiatives must also be taken into account. Banks are able to raise customer awareness and amass a sizable client database as a result of CRM activity responding to customer needs promptly. Therefore, the importance of CRM could be emphasised so that banking customers receive royal treatment. In order to make modern banking a pleasant experience for the customer, banks must boost consumer satisfaction with utilisation of contemporary financial services and provide more user-friendly services.

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

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