THE INFLUENCE OF DEMOGRAPHIC VARIABLES OF BANK CUSTOMERS TOWARDS CRM

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ABSTRACT

CRM in the Banking sector is an important strategy which helps the bank to build long- lasting relationships with their customer and, which in, turn increases the customer satisfaction. The growth and performance of banks not only depend on various products it launches, but also on how it is served to the customer. Keeping in view the customer satisfaction for an intellectually – intensive industry like banks, the current study is an attempt to find out the various factors that lead to the satisfaction of customers in the banking industry. Banks have realised that managing customer relationships is a very important factor for their success. The purpose of this study is to gain a better understanding of the benefits of CRM to customer and organising it in the banking industry. To justify the purpose a research questionnaire has been framed and data was collected with 1040 samples. Analysis was made by using various tools like ANOVA, t-test, Cross tabulation, Chi-square analysis and Cluster Analysis. The result reveals that there exists a significant and Positive relationship between demographic factors and Customer relationship services offered by the banks. The outcome model predicts the segmentation of Dominant factors.

KEYWORDS: CRM, Banking Services and Customer Satisfaction