


CUSTOMER RELATIONSHIP MANAGEMENT STRATEGIES



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LAP Lambert Academic Publishing Apr 2015, 2015. Taschenbuch. Book Condition: Neu. 220x150x12 mm. This item is printed on demand - Print on Demand Neuware - The economic reforms in India have given a challenging and growing platform to the Indian Banking Industry which has recorded a phenomenal growth in the past two decades. Consequently, the banks have altered and converted themselves into competing and profit - oriented business organizations. In the backdrop of this scenario, the study reviewed implementation of CRM and its impact on service quality and customer retention. An effective CRM programme or strategy to be successful shall be designed and implemented as per the customer's expectations. It is essential in an array to retain existing customers, acquire new customers the concept of CRM is developed and implemented on the basis of needs and want of the customers in the Banking Industry specifically. The present book focus on various determinants of CRM and presents an assessment of the CRM strategies implemented by the Indian banks and their impact on customers. Further, it examines the drawbacks and suggest meaningful recommendations in order to improvement of the marketing productivity and enhance mutual value for the parties involved in the relationship. 208 pp. Englisch.

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