Insight Of Customer Relationship Management In Private Sector Banks With Special Reference To Nagapattinam District

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ABSTRACT

CRM is backbone of the business strategy to attract them. CRM assists to collect and maintaining of customer profile through that providing user friendly approach. The main aimed of this paper to analyze the concept of CRM and demographic profile of the customers and also to analyze the existing practices of the banks. In this study structured questionnaire was prepared and by the help of customers excellent sources collected, for that some statistical tools were utilized to bring output of the study i.e., percentage analysis and correlation. The study analyzed various findings along with valued suggestions were given to describe the existing practices of customer relationship management in private sector banks.

Keywords: CRM in bank, Relationship management, Customer satisfaction of CRM.

INTRODUCTION

Today, many businesses such as banks, insurance companies, and other service providers realize the importance of CRM and its potential to help them acquire new customers and retain existing ones to maximize their lifetime value. At this point, close relationship with customers will require a strong coordination between banks and its marketing department to provide a long-term retention of selected customers. Thus, CRM is a strategy by banks to attract, retain and later be partners with their customers. CRM in the banking sectors involves reading the consumers' changing needs and creating services to satisfy these needs because building a relationship with customers in the banking industry. A greater focus on CRM is the only way by which the banking industry can protect its market share and boost growth. With intensifying competition, declining market share, deregulations, smarter and more demanding customers, there is competition between the banks to attain a competitive advantage over one another or for sustaining the survival in competition.

In this competitive era banks have more responsibility to satisfy the customers and fulfill their needs why because banking industry is fully different from other sector which is giving money related services with the customer. Banks must concentrate in different dimensions like promotional strategies, customer retention, sales force automation, inventory Management, customer services through offline and online, customer satisfaction.

OBJECTIVES OF THE STUDY

To analyze the concept of CRM and demographic profile of the customers.
To analyze the existing CRM practices in the private sector banks.
To recommend the ideas to satisfy their customer towards the CRM.

SCOPE FOR THE STUDY

The study helps out to understand the customer's expectations for effective function of the customer relationship management. This study creates the awareness of the prevailing of CRM practices in the private sector banks.

LIMITATIONS OF THE STUDY

The study was conducted only in Nagapattinam

District of private sector banks, the customers arenot ready to give exact answer, and the customers were having account in public sector banks only not in private sector banks, minimum members are having the account.

REVIEW OF LITERATURE

T. Parthasarathy., Dr.S.E.V.Subramanyam & Dr. T. Narayana Reddy., (2014) in their study entitled, A study on Customer perception towards customer relationship management (CRM) practices in private sector banks, the study investigates the perception of the customers about the impact of CRM on service quality and evaluates the impact of CRM on customer retention, it was based on primary data and collected data from 250 customers of ICICI bank and Axis bank branches in Chittoor district of Andhra Pradesh. For this study they utilized one way or two way tables and like percentage, average and charts were also used. The outcome of the study, CRM is the best strategy that helps to financial institutions to build stronger and more profitable relationships andthey suggested to banks need to focus on delivering the CRM effectively than the products implementation.

Manjari Mishra (2016) in his study entitled, "Customers' Perspective towards Customer Relationship Management with reference to service Quality: A study of Indian Public and Private Sector Banks" the study conducted to find ways to increase the number of new customers alongside the retention of old ones. 240 samples were collected from the respondents of public and private Indian banks. Researcher utilized t-test to bring output of the study. The outcomes of the study reveals that the private sector banks were concentrating more compare with public sector banks in implementing service quality aspect of customer relationship management. A study definitely useful to private sector banks to attract their maximum numbers of customer to increase their profitabilityby following

of strong CRM strategy.

Ashok Kumar.J and Dr. S. Mathivannan (2017) in their study entitled "Customer Relationship Management practices in banking sector Virudhunagar district" in this study found that the modern approaches to implementing CRM projects in the banking sector and focused on essential insight intothe relationship management practices of this revolutionary concept. The main aimed of this paper toexamine the concept of CRM and its importance in this banking sector, to analyze the factors influencing the overall customers satisfaction towards the CRM of banks in virudhunagar district and to offer suitable suggestions based on the findings of the study. The sample size is collected from512 of customers of private and public sector banks and statistical tools i.e., Percentage analysis, Chi-square test and T-test were utilized for this study and the outcome of the study that the commercial banks are considering this fact with the maintenance of good relationship.

RESEARCH METHODOLOGY
Sources: Primary Data and secondary data were utilized for the work, through primary data well-structured questionnaire prepared to collect data from the customers. Secondary data wastaken to obtain information through internet, journals, published book and articles.

Research Design: in this study used that descriptive research design to collect information.

Sample Size: the study was conducted in Nagapattinam district from only in private sector banks and the sample size is 150 customers were taken.

Statistical tools: Percentage analysis and Pearson correlation were utilized for this study.

ANALYSIS AND DISCUSSIONS

Table 1 - Age group of the respondents

Particulars	Frequency	Percentage
Up to 20	15	10.0
21 – 30	61	40.7
31 – 40	32	21.3

41 – 50	23	15.3
above 50	19	12.7
Total	**150**	**100.0**

From the above table, it is clearly said 40.7% of the respondents were in the age group in 21 – 30 years, 21.3% of the respondents were in the age group in 31 – 40 years, 15.3% of the respondents were in age group in 41 – 50 years, 12.7% of the respondents were in age group in above 50 years, and 10.0% of the respondents were in age group up to 20 years regarding customer relationship management in private sector banks.

Table 2 - Gender of the respondents

Particulars	Frequency	Percentage
Male	73	48.7
Female	77	51.3
Total	**150**	**100.0**

From the table, it is clearly said 51.3% of the respondents are answered from female and 48.7% of the respondents are answered from male to customer relationship management in private sector banks.

Table 3 - Marital Status of the respondents

Particulars	Frequency	Percentage
Married	102	68.0
Unmarried	48	32.0
Total	**150**	**100.0**

From the table, it is concluded that 68% of the respondents belongs to married and 32% of the respondents belongs to unmarried about to customer relationship management in private sector banks.

Table 4 - Education Qualification of the respondents

Particulars	Frequency	Percentage
Up to HSC	56	37.3
UG	40	26.7
PG	34	22.7
Professional	20	13.3
Total	**150**	**100.0**

From the above table, it is observe that 37.3% of the respondents were completed Up to HSC, 26.7% of the respondents were completed their UG, 22.7% of the respondents were completed their PG, 13.3% of the respondents were completed their Professional concerning of customer relationship management in private sector banks.

Table 5 - Occupation of the respondents

Particulars	Frequency	Percentage

Government employee	13	8.7
Private employee	64	42.7
Self employed	46	30.7
Professional	11	7.3
Others	16	10.7
Total	**150**	**100.0**

From the above table it is examined that 42.7% of the respondents are working as private employee, 30.7% of the respondents are working as self-employed, 10.7% of the respondents belongs to others, 8.7% of the respondents are continuing their job as government employee, 7.3% of the respondents belongs to professional on the way to customer relationship management in private sector banks.

Table 6 - Monthly Income of the respondents

Particulars	Frequency	Percentage
Up to 10000	59	39.3
10000 - 20000	50	33.3
20000 - 30000	21	14.0
Above 30000	20	13.3
Total	**150**	**100.0**

From the above table shows that, 39.3% of the respondents are earning up to 10000, 33.3% ofthe respondents are earning10000 – 20000, 14.0% of the respondents are earning between 20000 – 30000 and 13.3% of the respondents are earning above 30000 of customer relationship management in private sector banks.

Table 7 - Frequency distribution of Size of family of the respondents

Particulars	Frequency	Percentage
2	3	2.0
3	28	18.7
4	55	36.7
5	28	18.7
6	27	18.0
7	4	2.7
8	4	2.7
10	1	0.7
Total	**150**	**100.0**

From the above table reveals that the 36.7% of the respondents are having their size of family4, 18.7% of the respondents are having their size of family 5 and 3, 18.0% of the respondents are having size of family 6, 2.7% of the respondents are having their size of family 8 and 7, 2.0% of the respondents are having their size of family 2, and 0.7% of the respondents are having their size of family 10 regarding of customer relationship management in private sector banks.

Table 8 - Frequency distribution of Bank Name in private banks of the respondents

Particulars	Frequency	Percentage
ICICI Bank	29	19.3
HDFC Bank	14	9.3
Axis Bank	26	17.3
Tamil Nadu Mercantile Bank	8	5.3
Karur Vysya Bank	15	10.0
Lakshmi Vilas Bank	12	8.0
City Union bank ltd	20	13.3
South Indian bank	16	10.7
IndusInd Bank ltd	10	6.7
Total	**150**	**100.0**

From the above table it is inferred that, 19.3% of the respondents have been customer ofICICI bank, 17.3% of the respondents have been customer of AXIS bank, 13.3% of the respondents have been customer of City union bank ltd, 10.7% of the respondents have been customer of South Indian bank, 10.0% of the respondents have been customer of Karur Vysya Bank, 9.3% of the respondents have been customer of HDFC Bank, 8.0% of the respondents have been customer of Lakshmi Vilas Bank, 6.7% of the respondents have been customer of Indus Ind Bank ltd, 5.3% of the respondents have been customer of Tamilnadu Mercantile Bank to awareness of customer relationship management.

Table 9 - Pearson correlation coefficient between factors of CRM Customer's in private sector banks

Factors of CRM	Awareness	Strategy	Deposit Schemes	Loan Schemes	E-Services	Physical Facilities	Solving customer's problems and complaints
Awareness	1.000	0.694**	0.549**	0.431**	0.297**	0.263**	0.453**
Strategy	-	1.000	0.682**	0.510**	0.408**	0.436**	0.460**
Deposit Schemes	-	-	1.000	0.596**	0.418**	0.513**	0.587**
Loan Schemes	-	-	-	1.000	0.510**	0.477**	0.524**
E-services	-	-	-	-	1.000	0.707**	0.650**
Physical Facilities	-	-	-	-	-	1.000	0.728**
Solving customer's Problems and complaints	-	-	-	-	-	-	1.000

Note: ** Denotes significant at 1% level

From the correlation coefficient between Awareness and Strategy is 0.694, that indicate $(0.694^2 = 0.481636)$, 48.16 percentage positive relationships between Awareness and strategy and is significantat 1% level. The correlation coefficient between Awareness and Deposit schemes is 0.549, that indicate 30.14 percentage positive relationships between Awareness and Deposit schemes and is significant at 1% level. The correlation coefficient between Awareness and Loan schemes is 0.431, that indicate 18.57 percentage positive relationships between Awareness and Loan schemes and is

significant at 1% level and similarly the other factors are positively correlated with each other. From the above table that the result shows here all the factors of customer relationship management such as Awareness, strategy, Deposit schemes, Loan schemes, E services, Physical facilities and Solving customer's problems and complaints are positively correlated with each other.

FINDINGS

Maximum respondents were answered from the age between 21 – 30 age group in years

51.3% of the respondents are responded from the female category.

37.3% of the respondents are completed their educational qualification Up to HSC.

42.7% of the respondents are working as self-employed regarding occupation.

39.3% of the respondents were said to bank provides best service.

Majority of 76.7% of the respondents are having their account only in savings account.

Majority of 48.0% of the respondents are using their transaction up to 3 times.

the result shows here all the factors of customer relationship management such as Awareness, strategy, Deposit schemes, Loan schemes, E services, Physical facilities and Solving customer's problems and complaints are positively correlated with each other.

SUGGESTIONS AND CONCLUSION

The bank must always give importance to customer satisfaction that can turn in increasing ofcustomer. The study identified key dimensions of CRM namely, awareness, strategy, deposit schemes, solving customer problems and complaints, customer satisfaction and customer retention through that many ideas useful to enhance the customer relationship management in the banking sector. Still bank has been understood that CRM is best tool to build the stronger customer relationship with potential customers, definitely if bank is concentrate that the CRM continuously with the customer of bank they could be achieve their target easily.

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