

BANKERS' PERCEPTION TOWARDS CUSTOMER RELATIONSHIP MANAGEMENT IN NEW GENERATION PRIVATE BANKS IN PUDUCHERRY

S. Sharmila¹ & N. Jamunarani²

¹Research Scholar, Department of Commerce, Annamalai University, Chidambaram, Tamil Nadu, India

²Assistant Professor, Department of Commerce, Government Arts College for Women, Pudukkottai, Tamil Nadu, India

Received: 14 Jun 2018

Accepted: 01 Aug 2018

Published: 30 Sep 2018

ABSTRACT

Banking is the strength of character in the course of mobilization and channeling of financial resources. Banks facilitate financial settlement through the payment system, influence money market rates and provide a means for international payment in an economy. To survive in the competitive world, banks are realizing the importance customer relationship management to create customer loyalty. The liberalization and financial sector reforms force the Indian banks to revisit their goals and strategies. Banks recognize the significance of customer relationship management. The present market scenario of the banking sector is highly complex and competitive with little stability due to the entry of national and international financial institutions in the emerging economies. Therefore, an attempt has been made to look at the perception of employees towards customer relationship management of the new generation private banks in Puducherry. The study is limited to six new generation banks namely HDFC Bank, ICICI Bank, Axis Bank, Yes Bank, Kotak Mahindra Bank, and IndusInd Bank. For collecting primary data from the bankers, multi-stage sampling technique was used. In the first stage, 2 regions namely Puducherry and Karaikal were selected out of 4 regions. In the second stage, 60 per cent of the branches i.e. 11 branches were chosen out of 18 branches of 6 new generation private banks in the Puducherry and Karaikal regions. In the final stage, from each of the branches 6 employees i.e. 2 managers and 4 staff were selected. The primary data were collected from 66 employees with the help of schedule. The findings of the study show that 33.33% of the employees neither agree nor disagree towards CRM practices adopted in the new generation private banks, followed closely by agree (25.76%) and disagree (25.76%). Out of 66 respondents, 31.80% of the respondents agree with practical utility of CRM practices, followed by neither agree nor disagree (28.80%) and disagree (19.70%). 12.10% and 7.60% of the respondents strongly agree and strongly disagree respectively with the practical utility of CRM practices. The employees suggest various measures to improve the customer relationship management in the new generation private banks.

KEYWORDS: Customer Relationship Management, Relationship Marketing, Marketing of Banking Services, Customer Satisfaction, Etc