

A STUDY ON CRM IMPLEMENTATION IN THE INDIAN BANKS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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***Abstract: Purpose** - To understand the critical factors that contribute to customer relationship management (CRM) implementation among the Indian public and private sector banks. **Design/methodology/approach** - Quantitative approach was employed for the study using structured questionnaire distributed on purposive samples. **Findings**- This research initiative identified three critical factors namely information storage, information acquisition and information accessibility that is relevant for the successful CRM implementation. **Research limitations/ implications** - The study has been carried out in Coimbatore district in Tamil Nadu state, India. A similar study could be carried out in other parts of the state or country in order to check the validity of the results. **Practical implications** -The findings of the study offer meaningful information for banks while interacting with customers. The study also provides insights on various stages of CRM implementation practices followed in the banks. **Originality/value** - The paper examines the CRM practices of the Indian public and private sector banks operating in Coimbatore city. The study also adds useful information to the exiting body of knowledge about CRM implementation practices in banking enterprises.*

***Keywords:** Banking, CRM, CRM implementation*

1. INTRODUCTION

The Indian banking sector, one the performing sectors in the Indian economy was transformed tremendously in the past few decades when compared to the other sectors. The performance of the Indian banks has been appropriately supported by the rapid adoption and implementation of technological solutions. This has brought convenience and comfort to the customers and productivity and profitability to the banks. The banks are strengthening their competencies by implementing core banking systems, customer relationship management systems and advanced business intelligence systems. The recent research studies and review reports explains the importance of implementing CRM in banks and financial service sector institutions.

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