



# Customer Relationship Management Strategies

By Amit Chakrapani

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....



**READ ONLINE**  
[ 5.72 MB ]

## Reviews

*Very beneficial to all category of folks. We have study and that i am sure that i will planning to go through yet again again in the future. Its been printed in an extremely straightforward way in fact it is just soon after i finished reading this pdf where actually changed me, alter the way i really believe.*

-- **Emmett Mann**

*Comprehensive information! Its this sort of great go through. It really is rally interesting through studying time. I am just quickly can get a satisfaction of looking at a created pdf.*

-- **Alexandra Weissnat**