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Title: Effectiveness Of e-CRM in Commercial Bank

ABSTRACT

Benefits of e-CRM for bank

We found out that all the commercial banks private as well as public sector maintained good relationships with customers due to the usage of e-CRM, by mainly providing good products and services according to the needs of the customers. Banks using e-mail, sms in order to communicate with their customers.. It was further founded that banks haven't been working on a large scale for using e-mail for communication to market their products and services. e- CRM has enabled banks to provide personalized services and one to one services to their customers. All the banks have successfully implemented e-CRM in order to ensure efficiency and effectiveness in the service to its customers. But these services are offered only at the request of the customers.

The following conclusions are drawn from the above findings.

- e- CRM enables commercial banks to maintain relationship with customers.
- e- CRM facilitates all the commercial banks to provide personalized and one to one effective services.
- All the commercial banks have made it certain that latest and updated information is available in their organizations website.
- Latest techniques and measures of e-CRM were used to improve and maintain transactions security of the customers

- Current data reveals that e-CRM have sharper edge on CRM as CRM direct implementation is costly and time consuming as the system are located in different locations where as e-CRM is very fast with less operating cost because system implementation and expansion can be managed in one location & one server.
- Both the public sector banks OBC and UBI have almost common characteristics in implementing e-CRM technologies and practices.

Benefits of e- CRM for customer:

Almost all of the customers consider customers interaction and satisfaction as an important Benefit provided by the banks through the usage of e- CRM. They emphasized the importance of good response to the customer queries, providing assistance to the customers, exchange of business information and employees having excellent knowledge about the offerings and services of the bank. All the customers perceived convenience factor as a vital benefit provided by e- CRM. All of the customers considered location of the bank, friendliness of bank staff their services as important benefits for building good relationships. Most of the customers considered speed of processing transactions through e-response as an important benefit though few did not consider it as an important benefit. Speed of processing the transactions through e-response was found to be an important advantage perceived by most of the customers. But few customers were found to have partially negative feeling towards the speed at which their transactions have been processed. Quality in the products and services of the bank is an important benefit perceived by the customers. Reliable employees of the organization, responsive rate of bank personal, availability of the latest information technology were found to be the most important determinant advantages perceived by the customers..Trust in the services, all the customers in their respectful banks found activities of the organization. Confidence in the banks personal, their effectiveness in handling the accounts of the customers were seen as some of the factors enhancing the trust factor of the customers. This is an essential benefit that improves customer's relationships with the organization.