



Customer Relationship Management in Public Sector Banks

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LAP Lambert Academic Publishing Nov 2013, 2013. Taschenbuch. Book Condition: Neu. 220x150x23 mm. This item is printed on demand - Print on Demand Neuware - Any business firm's success is fundamentally based upon the satisfaction of the needs of the customers. The business strategy of a company needs to be customer centric. CRM is the business strategy which puts the customer in the nucleus of business. Of late, RELATIONSHIP MANAGEMENT is the order of the day in banking industry and customers never had it before. In a savings-driven economy like ours, banks have finally come of age and the emphasis is now on making the customer feel that he is the king. This book mainly emphasises the strategies on improving the relationship with the customers and their satisfaction in the banking sector, with reference to selected Public Sector Banks in West Godavari district, for their growth and sustainability in the long run. The intense competitive nature of today's business especially from the private sector and foreign banks has resulted to a greater need for firms to build closer relationships with the customers. However, only high quality firm-customer relationship would deliver the needed competitive edge. Hence, the study gains...



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