



CRM – the Route of Maximising Business Efficacy in Indian Banking Sector

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Abstract

Indian banking sector is getting boom in last few years by showing its strong proof of keeping effective relationship management which cause long life in the competitive world. It has more challenges and threads which have to be focused differently to control it impacts and effects. The concept of CRM plays a major role in banks to face the challenges and issues. There is a greater concept of CRM efforts are playing a vital role in imparting the new arena of our financial sector. CRM is the processes which cause the cost reduction and tool for profit maximization to increase the efficiency of business. We also trying to find the concept of empowering economic status of corporate banks, and the factors that influencing the relationship between CRM implementation and it's wealth enlargement. The people who adopts in the early stage, they get more benefits rather than the people who gets who adopts in the current trends. This paper gives the outline of CRM application and how it's maximizing the economical status of modern banks.

Key words: Customer Relationship Management, Witness, Economical status, corporate banks.