



CUSTOMER RELATIONSHIP MANAGEMENT OF NATIONALIZED BANKS IN SIVAGANGAI DISTRICT

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ABSTRACT

The reason for the present examination was to dissect the Customer Relationship Management (CRM) of nationalized banks in Sivaganga District. To accomplish the reason for the examination, 378 clients of nationalized banks in Sivaganga District were chosen as an example by embracing the accommodation testing system. The examination embraced the applicable research outlines, in particular an expressive and logical research plan. An all around organized and pre-tried meeting plan was utilized to gather the data required for the examination and concentrated on the execution of CRM practices of nationalized banks. The one example t-test was done with the assistance of famous factual bundle SPSS 21. The investigation demonstrated that the nationalized banks have noteworthy execution in CRM rehearses aside from in the physical administrations. The investigation recommended in light of the outcome that so as to remain focused and hold client, the nationalized banks need to enhance their CRM rehearses as physical administrations by ATMs spread and system, satisfactory check drop boxes, issue/restoration of credit/ATM cards, responsiveness in counter administration and eye to eye association on request.

Keywords: Customer Relationship Management; Nationalized Banks; Convenience Sampling Technique; Sivaganga District.

INTRODUCTION

Client Relationship Management (CRM) is a business procedure and logic. In the saving money field, an extraordinary "Relationship" exists between the clients and the bank. But since of different reasons and misgivings like money related weights, a danger of disappointment, promoting latency, and so on., many banks are as yet following the conventional methods for advertising and just a couple of banks are making endeavors to receive CRM. The absence of comprehension of CRM is dependably a worry among the



specialist organizations particularly banks. Banks have their own specific manner of dealing with their associations with the clients.

In India, the managing an account segment has been working in an extremely stable condition for last thirty - forty years. In the present situation of the keeping money part, the falling of loan costs and harder rivalry between these players had influenced Indian financiers to understand that the reason for their business is to make and hold a client and to see that the whole business process is predictable with an incorporated push to find, hold and fulfill client needs. However, the accomplishment of CRM technique relies on its capacity to comprehend the requirements of the client and to incorporate them with the association's system, individuals, innovation and business process. Budgetary administrations are in a basic change whereby rivalry and client requests are expanding

Banks are progressively creating different showcasing procedures in order to build an upper hand that furnishes clients with more noteworthy esteem contrasted with aggressive offerings. With the outrageous rivalry among the banks and expansive utilization of innovation for benefit development and conveyance, banks are endeavoring to fulfill and hold the clients.

It is evident that now there are dynamic advertising focused banks, utilizing IT frameworks that are centered around singular clients. In this line, banks create client connections over an expansive range of touch focuses, for example, branches, booths, ATMs, web, PDA, e - sends, electronic keeping money, savvy cards, call focuses and telephones. Nationalized banks have comprehended that client relationship is basic for their proceeded with presence in the managing an account area. By saving a decent association with existing clients, banks can upgrade the benefit over the long haul. Keeping this point, the investigation plans to test the execution of CRM rehearses in nationalized banks in region in Tamilnadu

OBJECTIVES OF THE STUDY

The principle goal of the investigation is to assess the Customer Relationship Management (CRM) of nationalized banks in Sivaganga region.

1. To accomplish the primary goal of the examination, the accompanying particular target was encircled.
2. To learn the execution of client relationship administration (CRM) of nationalized banks in Sivaganga area.

RESEARCH METHODOLOGY

The analyst took after the expressive and logical approach in leading the examination. To accomplish the reason for the examination, the aggregate of 378 clients speaking to 7 from each of the 54 nationalized bank offices in Sivaganga area were chosen for the investigation for gathering of information by receiving the helpful testing strategy. In the light of the particular target set, all data and information were gathered from the example respondents through direct individual meetings utilizing organized meeting plan. The essential information was gathered for a half year from September 2016 to February 2017. The utilization of one specimen *t*-test is utilized to look at the registered mean esteem in view of the impression of clients.

In this one example *t*-test, the processed mean estimation of the client is contrasted with guessed mean esteem 15 with acquire the centrality or inconsequentiality esteem. The essential information gathered was investigated utilizing Statistical Package for Social Sciences (SPSS).

H : There is no significant performance in Customer Relationship Management (CRM) of Nationalized Banks.

The result of the one-sample *t*-test is explained in table 1.

Table 1: One-Sample *t*-Test - Performance of CRM

Performance of CRM	Test Value = 15					Std. Deviation	Effect Size Cohen's <i>d</i>
	<i>t</i> Value	df	<i>p</i> Value	Mean	Mean Difference		
Service Delivery	11.04	377	.000**	16.33	1.33	2.34	0.57
Information System	2.49	377	.013**	15.44	0.44	3.47	0.13
Openness in service	14.87	377	.000**	17.07	2.07	2.71	0.76
Reliability in service	8.42	377	.000**	16.12	1.12	2.58	0.43
Physical Services	-2.79	377	.006**	14.61	-0.38	2.68	0.14
Personal welfare	14.19	377	.000**	16.62	1.62	2.22	0.73

Source: Primary Data; **Significant at .05 level of confidence

It is found in table 1 that the mean value of ‘Service Delivery’ (16.33 ± 2.34) was higher than the hypothesized mean value of 15 (Test value). It is found that the *t* value of the variable

‘Service Delivery’ is statistically significant at the 5 % level ($t(377) = 11.04, p < .05, d = 0.57$). Since the *p*-value is less than .05, the null hypothesis can be rejected regarding the variable of ‘Service Delivery’. There is enough evidence to conclude that there is a

statistically significant performance in Customer Relationship Management (CRM) in case of service delivery of Nationalized

It is shown in table 1 that the mean value of 'Information System' value (15.44 ± 3.47) was higher than the hypothesized mean value of 15 (Test value). It is found that the t value of the variable 'Information System' is statistically significant at the 5 % level ($t(377) = 2.49, p = .013 < .05, d = 0.13$). Since the p -value is less than .05, the null hypothesis can be rejected regarding the variable of 'Information System'. There is enough evidence to conclude that there is a statistically significant performance in Customer Relationship Management (CRM) in the case of the information system of nationalized banks at the 0.05 significance level.

The table 1 revealed that the mean value of 'Openness in service' (17.07 ± 2.71) was higher than the hypothesized mean value of 15 (Test value). It is found that the t value of the variable 'Openness in service' is statistically significant at the 5 % level ($t(377) = 14.87, p < .05, d = 0.76$). Since the p -value is less than .05, the null hypothesis can be rejected regarding the variable of 'Openness in service'. There is enough evidence to conclude that there is a statistically significant performance in Customer Relationship Management (CRM) in the case of openness in the service of nationalized banks at the 0.05 significance level.

The table 1 explained that the mean value of Mean 'Reliability in service' value (16.12 ± 2.58) was higher than the hypothesized mean value of 15 (Test value). It is found that the t value of the variable 'Reliability in service' is statistically significant at the 5 % level ($t(377) = 8.42, p < .05, d = 0.43$). Since the p -value is less than .05, the null hypothesis can be rejected regarding the variable of 'Reliability in service'. There is enough evidence to conclude that there is a statistically significant performance in Customer Relationship Management (CRM) in the case of reliability in service of nationalized banks at the 0.05 significance level.

It is shown in table 1 that the mean value of 'Physical Services' value (14.61 ± 2.68) was lower than the hypothesized mean value of 15 (Test value). It is found that the t value of the variable 'Physical Services' is statistically significant at the 5 % level ($t(377) = -2.79, p = .006 < .05, d = 0.14$). Even though the p -value is fewer than .05, the null hypothesis cannot be rejected regarding the variable of 'Physical Services' due to the negative t value. There is enough evidence to conclude that there is statistically no significant performance in Customer Relationship Management (CRM) in the case of physical services of nationalized banks at the 0.05 significance level. Therefore, it can be concluded that the nationalized banks in the study area have not significant performance in CRM in the case of physical services.

It is found in table 1 that the mean value of 'Personal welfare' value (16.62 ± 2.22) was higher than the hypothesized mean value of 15 (Test value). It is found that the t value of the variable 'Personal welfare' is statistically significant at the 5 % level ($t(377) = 14.19, p < .05$,

$d = 0.73$). Since the p -value is less than .05, the null hypothesis can be rejected regarding the variable of 'Personal welfare'. There is enough evidence to conclude that there is a statistically significant performance in Customer Relationship Management (CRM) in the case of personal welfare of nationalized banks at the 0.05 significance level.

Based on Cohen's d , it is found that the nationalized banks in the study area have very good performance in CRM in the case of all variables except the variables of physical services.

The proposed null hypothesis was tested by one sample t -test. The significant level of confidence was fixed at .05. Using this significance level, it is possible to reach a decision with regard to whether to reject or accept the proposed null hypothesis. The decision made, based on this p -value, is presented in table 2.

Table 2: Null Hypothesis Test Summary

Null Hypothesis	Test	Variable	p- value	Decision
There is no significant performance in customer relationship management of nationalized banks	One sample test	Service Delivery	.000**	Rejected
		Information System	.013**	Rejected
		Openness in service	.000**	Rejected
		Reliability in service	.000**	Rejected
		Physical Services	.006**	Accepted due to Negative value
		Personal welfare	.000**	Rejected

**Significant at 0.05 level

The table 2 revealed that the null hypothesis is rejected at the 5% level of significance with regard to service delivery, information system, openness in service, reliability in service and personal welfare except for physical services due to the p -value is less than 0.05.

DISSCUSTION AND FINDINGS

The study reveals that the nationalized banks have significant performance in CRM practices in the form of service delivery, information system, openness in service, reliability in service and personal welfare. This finding corroborates with the works of Kenneth C. Adiele and Justin M.O. Gabriel [3] (2013), which pointed out that the Nigeria money deposit banks have



significant performance of CRM practices in form of customer identification, customer attraction, customer retention, profitability, market share, and sales volume.

The study reported that the nationalized banks have insignificant performance in CRM practices in the form of physical services. This finding agrees with the project report of Abhishek Kumar Keshri [1] (2013) on the service quality of HDFC bank which noted that physical facilities and modern looking equipment are not sufficient in HDFC bank.

CONCLUSION

The results of the survey reveal that the nationalized banks have significant performance in CRM practices in the form of service delivery, information system, openness in service, reliability in service and personal welfare. But, they have not significant performance in CRM practices in the form of physical services. There exists no significant performance in CRM practices of nationalized banks in the form of physical services. Hence, it is recommended that the nationalized banks are advised to enhance the CRM practices in the form of physical services by ATMs spread and network, adequate cheque drop boxes, issue/renewal of credit/ATM cards, responsiveness in counter service and face-to-face interaction on demand.

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