



The Journal of Sri Krishna Research & Educational Consortium

INTERNATIONAL JOURNAL OF BUSINESS ECONOMICS AND MANAGEMENT RESEARCH

Internationally Indexed & Listed Referred e-Journal



THE ROLE OF IT ON CRM IN BANKING INDUSTRY

MEHDI ROUHOLAMINI*; DR.S. VENKATESH**

*Research Scholar, DOS in Commerce,
University of Mysore, Manasagangotri, Mysore 570006.

**Assistant Professor, Department of Management,
Maharaja's College, University of Mysore, Mysore 570005.

ABSTRACT

Information technology (IT) is concerned with the use of technology in managing and processing information, especially in large organizations. In particular, IT deals with the use of electronic computers and computer software to convert, store, protect, process, transmit, and retrieve information. A key challenge to businesses in the 21st century is implementing an information infrastructure that enables rapid responses to competitive pressures and the capability to survive into the future. Customer Relationship Management (CRM) strategies are dependent on an information infrastructure comprised of various technologies that enable organizations to store, access, analyze, and manipulate large amounts of customer data. Adapting business process with IT infrastructure and facility is a key competitive advantage in banking industry and also it is important for CRM implementation and customer satisfaction. Although in banking industry technology alone is not a key to success and banks have to focus on four areas: 1- Internal customers ((employees)) needs, 2- Technology, 3-Business process, 4- Customers needs.

KEYWORDS: *IT, CRM, Banking Industry.*