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PERCEPTION ON eCRM: AN EMPIRICAL STUDY WITH REFERENCE TO BANKS

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ABSTRACT

BACKGROUND: *In present scenario, the inevitable and most important goal of the Businesses is to build robust cooperative relationship with customers. In special, it has become much more imperative especially for the Banking Services. The eCRM is found to be the most important strategic initiative that can be offered as part of world class services to their customers.*

AIM: *To analyze the perception of customers towards the eCRM practices adapted by the banks.*

METHODOLOGY: *Primary Data is collected using the Structured Questionnaire and appropriate statistical methods are applied to analyze the collected data. The study collected data from 150 respondents through questionnaire which included questions on a five point scale. A hypothesis was framed and tested using cross tabulation and ANOVA.*

FINDINGS: *The results of the indicated that demographic factors like age, income, education, computer knowledge etc., have a positive relationship with customer perception and level of satisfaction.*

CONCLUSION: *The study concluded that the banks have to identify right strategies to attract customers with different demographic profile and to offer them the right eCRM practices.*

KEYWORDS: *Banking, eCRM, Satisfaction, Customer Perception, Customer Relationship Management.*