

CRM – KEY ISSUES

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ABSTRACT

Customer Relationship Management is a comprehensive strategy and process of acquiring, retaining and partnering with selective customers to create superior value for the company and the customer”. CRM is playing vital role in the present business scenario in general and banking sector in particular. Privatization and globalization of banking sector made the banking firms mandate to manage their customers more effectively and it is possible only with better relationship management practices. The present paper is a modest attempt to study the key issues pertaining to customer relationship management. It explores various important issues which influences the customer satisfaction and profitability.

KEY WORDS: CRM, Privatization, globalization.

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