

E-CUSTOMER RELATIONSHIP MANAGEMENT ON CUSTOMER'S BEHAVIOR IN BANKS

DR.K. GANESAMURTHY*; DR.M.MORARJI**

*ASSISTANT PROFESSOR OF CORPORATE SECRETARYSHIP
SCHOOL OF MANAGEMENT,
ALAGAPPA UNIVERSITY,
KARAIKUDI.

**ASSOCIATE PROFESSOR OF CORPORATE SECRETARYSHIP,
ALAGAPPA UNIVERSITY,
KARAIKUDI.

ABSTRACT

CRM evolves from business process such as relationship marketing and the increased emphasis on improved customer retention through the effective management of customer relationship. Electronics customer relationship management (E-CRM) is a business and marketing strategy that analyzes the consumer's needs and behavior in order to create an effective relationship between an organization and its consumers. E-CRM is a combination of hardware and software, process, applications and commitment of management activities to develop high quality of customer service, and customer's maintenance. However, slight is known about how various activities may exert differentiated impact on organization they concerned. This paper's focus is to discuss the positive and negative impacts of electronics customer relationship management (E-CRM), as a marketing strategy for an organization, and explains the behavior of consumers toward organizations and the emergence of electronic commerce that brought a positive change towards business in a global market.

KEYWORDS: electronics customer relationship management (E-CRM), consumer behaviour.

REFERENCE

- Y.P. Sheng. A business model and framework for electronic customer relationship management. In Proceedings of the 8th AMCIS Conference. 2002.
- A. Zornes and M. Gotta, Web & collaboration strategies. 2001, META Group Inc.
- R.A. Feinberg, R. Kadam, L. Hokama, and I. Kim, The state of electronic customer relationship management in retailing. International Journal of Retail & Distribution Management, 2002.
- Ahmed T. 2009, 'Electronic Customer Relationship Management in Online Banking', Master Thesis Electronic Commerce.
- Kennedy, A. 2006, 'Electronic Customer Relationship Management (eCRM): Opportunities
- Hoyer, W. D. & MacInnis, D. J. 2001, 'Consumer Behavior', 2nd ed., Boston, Houghton Mifflin Company.

Hokanson, S. January 2, 1995, 'The Deeper You analyze, The More You Satisfy Customers', Marketing News.

N.C. Romano Jr. and J. Fjermestad, Electronic commerce customer relationship management: An assessment of research. *International Journal of Electronic Commerce*, 2001.

A. Gaffney 2007, 'Improving Customer Satisfaction through More Effective ICT Strategies', Alcatel-Lucent Enriching Communications Vol.1, Issue 2, 2007

E-Customer Relationship Management: Training Module 2008,
<http://www.mmv.vic.gov.au/Assets/219/1/ElectronicCustomerRelationshipManagement.pdf>.

R. Feinberg and R.Kadam, "E-CRM Web Service attributes as determinants of customer satisfaction with retail Web sites", *International Journal of Service Industry Management*, 2002.

A. Dutta, "Managing Customer Turnover In Online Services: A Systems Thinking Approach", *International Conference on Information Systems*, 2000, pp. 681 – 687.
International Journal of Advances in Engineering & Technology, March 2012.

Z. Song, Y. Wang, B. Yu, Z. Zhang, "How Customer Relationship Creates Value", *International Conference on Services Systems and Services Management, IEEE Xplore*, June 2005.

. E-CRM technology should be more advanced and erudite to meet the requirement for developing knowledgeable customer usage of CRM technology consistently has a strong impact on CRM performance

Light, B (2001), "A review of the issues associated with Customers Relationship Management Systems", in proceeding of the Ninth European Conference on Information Systems, Bled Slovenia, pp. 1233-1241.