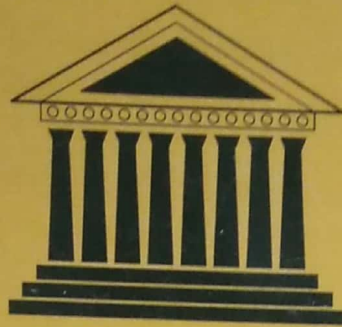


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E-CRM in Indian Banking Sector**DR.C.LUCIA VANITHA**

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ABSTRACT:

In the present situation, the client is king. The banking industry in India is not an exception. Like any other industry, IT dominates Banking sector. The new generation of services includes the usage of ATMs, internet banking, mobile banking, customer call centres, and other online services including internet banking. When employed in the context of e-commerce, the term CRM refers to E-CRM, which essentially deals with transactions that manage your connections with customers over the Internet. Information technology has allowed us to conclude that the quality of our services has surpassed your expectations. The majority of banks in India has embraced technology and provides a variety of electronic goods and services. Additionally, the necessity, method, and present

Keywords: E-CRM, Indian banks.

Introduction:

Customers nowadays are savvy, cost conscious, and demanding. They lead a hurried existence. They want their needs to be satisfied swiftly and easily. Nowadays' businesses have flat hierarchies and are digital enterprises. While limiting transaction and coordination costs, businesses desire geographic independence, decentralization, and flexibility. CRM helps you locate, acquire, and keep hold of your business's most valuable asset: its customers. CRM enables businesses to optimise the value of each customer connection and enhance business performance by giving tools to organise and coordinate client interactions. A comprehensive online acquisition, enticement and retention strategy used by firms to identify, attract and keep clients is known as electronic customer relationship management, or E- CRM.

Innovative technologies can help business grow and improve client interaction. Customers nowadays are savvy, cost conscious and demanding. They lead a hurried existence. They want their needs to be satisfied swiftly and easily. Nowadays' businesses have flat hierarchies and are digital enterprises. While limiting transaction and coordination costs, businesses desire geographic independence, decentralization and flexibility. CRM helps you locate, acquire, and keep hold of your business's most valuable asset: its customers. CRM enables businesses to optimise the value of each customer connection and enhance business performance by giving tools to organise and coordinate

Interactions. businesses to optimise the value of each customer connection and enhance business performance by giving tools to organise and coordinate client interactions.

It refers to improved and increased communication between a business and its customers through encouraging and enhancing customer engagement through modern technology. All small and medium-sized organizations need ECRM software because it offers profiles and histories of every interaction the organisation has with its consumers. E- CRM, according to Forester Researcher, combines conventional CRMs with apps from online market places. The purpose of electronic customer relations is to provide better customer service, retaining customers, and enhance organisational analytical capacities. Implementing E-CRM results in the management of a loyalty cycle is a significant competitive advantage.

In order to draw in new clients and customers and keep the ones they already have, banks have altered their operational procedures through numerous touch points and various technology channels, offered comprehensive, high -quality service and customer care. Customers are now the focus of Banks. Additionally, banks become into readily accessible international service providers.

The Electronic Customer Relationship Management techniques used by banks include Automated Teller Machines (ATMs), Communication Technology (SWIFT), Phone Banking / Tele Banking, INFINET and VAST Net, Internet Banking - e- Banking Wireless Banking Services, Mobile Banking, Electronic Clearing Services, Total Branch Mechanization (TBM), E-Response, RTGS / NEFT, Point of Sale Terminal, Electronic Funds Transfer (EFT), Data Mining. In this paper an effort is taken to identify the E-CRM technique commonly used and the challenges to E- CRM.

Statement of the Problem:

The development of information technology and the fusion of CRM and E-CRM gave rise to creative methods for managing financial services all over the world. With the customer playing a key part in banking operations, E-CRM has a positive impact on all areas of the economy and has made business possible. Effective E-CRM is essential for a bank's performance because the banking industry depends so heavily on customers. In contrast to other operations, banking requires specific consideration. Customer satisfaction may rise as a result of this approach. More customers were drawn in by personalised and efficient delivery. By increasing brand loyalty through customer satisfaction, banks use e-CRM technology-based banking as a strategy to retain their current client base. The bank was able to provide specialized products and prompt service as a result. As a result, banks now face less competition and less product differentiation. Innovative banks use a variety of technological advancements. In this research an effort is made to investigate both the factors that affect E-CRM and the techniques customers prefer.

Objectives:

1. Determine the customer's preferred E-CRM technology.
2. Investigate the factors that affect E-CRM.
3. Make suggestions in light of findings.

Scope of the study:

This paper examines the E-CRM methods customers prefer and the factors that influence E-CRM. The study was only administered to clients of Bank of Madurai City and is therefore not representative of the entire population of the city.

Limitations of the study:

- One hundred bank clients from Madurai comprise the sample.
- The survey only included Madurai City residents as participants, so it does not accurately reflect the entire population of the city.

Research design:

The researcher has used Descriptive Research Design for this study.

Sampling Design:

The data and information were collected from the respondents on the basis of convenient sampling.

Sample size:

Data were collected from a sample of 100 bank customers in Madurai City at random from the total population of customers in Madurai City.

Data Collection:

Primary and secondary data are the foundation of the investigation. Primary data were gathered through a meticulously planned questionnaire. Secondary Data was gathered from periodicals, websites, and journals.

Data Analysis:

To analyse the data, the researcher employed factor analysis, Garrett ranking technique, and percentage analysis.

Table 1

Demographic Information

Description		Frequency	Percentage
Gender	Female	60	60
	Male	40	40
Age	Below 30	30	30
	30-40	20	20
	40-50	40	40
	Above 50	10	10
Education	Post graduates	30	30
	Undergraduates	25	25
	High school	20	20
	Others	25	25
Present status	Employed	40	40
	Professional	30	30
	House wife	30	30
Marital status	Married	70	70
	Unmarried	30	30
Monthly income	Below ₹30000	20	30
	₹30001- ₹40000	35	35
	40001- ₹50000	22	22
	Above ₹50001	23	23

The table 1 reveals the demographic and career profile of the respondents. It was found that 60% are female, 40% of the respondents are between 40-50 years, 70% are married, 30% hold post graduate degree, 40% are employed and 35% earn income between ₹30001 and ₹40000.

Garret Ranking

Customers were asked to select their preferred E CRM method and the Garrett Ranking Technique was utilized to determine which preferred technique.

Table 2

Table showing the E-CRM Technique preferred by Customers

E-CRM Technique	Score	Mean Score	Rank
RTGS / NEFT	4714	674	V
Mobile Banking	4821	689	III
ATM	6148	878	I
ECS	4439	634	VI
Internet Banking – e-Banking	5344	763	II
Electronic Funds Transfer	4796	685	IV
Phone Banking	4435	633	VII

Table 2 reveals the ranking given by the respondents for preference of E-CRM technique using Ranking method. Priority is given as Ranks I, II, III, IV, V, VI and VII for ATM, Internet Banking, Mobile Banking, Electronic Funds Transfer, RTGS / NEFT, ECS and ECS respectively.

Factor Analysis

Factor Analysis is used identify the factors influencing E-CRM.

Factor analytical framework

S. No	Factor	Statement as per questionnaire	Statement	Factor loadings
1	Technological strategies	3	ATM installed by the bank is convenient to the customer	.990
		10	E-mail and internet services facilitates an easy access to the bank	.990
		19	Customers' problems are identified through advanced technology	.970
		25	Computerization of banking transaction enable the bank to overcome the shortage of manpower	.989
		32	Technology used by the bank is time saving	.990
2	Communicational strategies	4	The enquiry and 'may I help you' counter of the bank provides customers adequate information	.980
		11	Bank's communication with the customers are frequent and personalized	.980
		20	Personal reports and account summary reports are prompt and clear	.979
		26	Bank uses all the available media to create awareness about their services	.979
		33	All information, pamphlets and banners are well displayed for customers information and reference	.980
3	Customer maintenance strategies	2	All customers are treated equally	.980
		9	Grievances are redressed immediately	.988
		18	Bank staff are courteous and give proper guidance when required	.988
		24	Customer makes better financial decision with the advice of the staff	.972
		31	Ombudsman committee ratifies the customers' problems	.988
4	Infrastructural strategies	1	Bank branches are located at convenient location	.988
		8	The facilities and benefits provided by this bank is to be appreciated	.995
		17	The services offered by your bank is prompt and modernized	.995
		23	The services provided is very much	.994

			concerned about customers' problems	
		30	Customers' customer satisfaction is primary responsibility of the bank	.994
			Hospitality offered by the bank is welcoming	.995
5	Customer oriented strategies	5	Behaviour of the officials in the bank is warm and welcoming	.932
		21	Customization of the bank's services suites the need of the customers	.932
		27	Time taken to service the transaction is reasonable	.932
		34	Awareness creation exercise like advertisements of the bank are clear and informative	.932
6	Publicity strategies	6	Details about the bank's services and scheme widely available	.966
		22	Bank uses all available media to create awareness about their services	.969
		28	Customers are considered as a very special, important and valuable customers by the bank staff	.969
7	Customer value strategies	7	The core objective of the bank is to provide better services	.965
		29	Appropriate location of the ATM of the bank	.965
8	Operational strategies	15	Counters in the bank are easily approachable	.823
		16	The bank is conveniently located and easy to find	.944
		12	The scheduled banking hours suits all customers (24*7)	.887
		14	Customers have inclination toward smooth management	.788
		13		

Source: computed data

After grouping the thirty four variables into 8 factors, interpretative labels are offered for each factor. The factors influencing E-CRM are Technological strategies, communicational strategies, customer maintenance strategies, infrastructural strategies, customer oriented strategies, publicity strategies, customer value strategies, customer value strategies and operational strategies. The most dominant factor is Technological strategies

Thus the Dominant Factor is **technological strategies**

Findings:

- ✓ It was identified that 60% of the respondents are female
- ✓ 40% of the responders are between the ages of 40 and 50 years
- ✓ It was disclosed that 70% are married
- ✓ It was found that 30% hold post graduate degree
- ✓ The study revealed that 40% are employed and 35% earn income between ₹30001 and ₹ 40000.
- ✓ The factors influencing E-CRM are Technological strategies, communicational strategies, customer maintenance strategies, infrastructural strategies, customer oriented strategies, publicity strategies, customer value strategies, customer value strategies and operational strategies. The most dominant factor is Technological strategies

- ✓ Garrett Ranking Technique was utilized to identify the E-CRM technique preferred by customers. The ranking indicates order of preference, ATM, Internet Banking – e-Banking, Mobile Banking, Electronic Transfer, RTGS / NEFT, ECS and ECS were allotted I, II, III, IV, V, VI and VII rank respectively.

Suggestions:

Due to a sense of Insecurity, customers are only able to use for balance inquiries and bill payments. In order to raise client awareness and secured, all banks, including those in public and private sectors, must create awareness.

Conclusion:

Despite all these advantages, IT-enabled institutions are subject to restrictions that must be maintained. First, clients have primarily used E-Banking for managing their utility payments and checking accounts. Second, India now lacks the necessary infrastructure in terms of the availability of desktop, computers with sufficient bandwidth, and stable power sources, necessary for online banking to reach a threshold. Third, not even members of society's top echelons fully comprehend online banking. The safety of online banking is another issue that worries consumers. Hackers were proposed to obtain access to the Pentagon and NASA web servers in addition to a number of other secure communication websites. Following these infrastructures, other highly secure websites along with the web servers for Pentagon and NASA, have had issues that have been resolved. IT-related services would significantly increase in demand in Indian Banks if these infrastructure security-related challenges are resolved.

The Indian government has previously passed a bill on IT since it is aware of the issues with e-transactions. The law contains legal measures pertaining to online trade secrets, defamation, advertising, and digital signatures. By eliminating the legal ambiguities brought on by new technology, the law seeks to facilitate online business.

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