

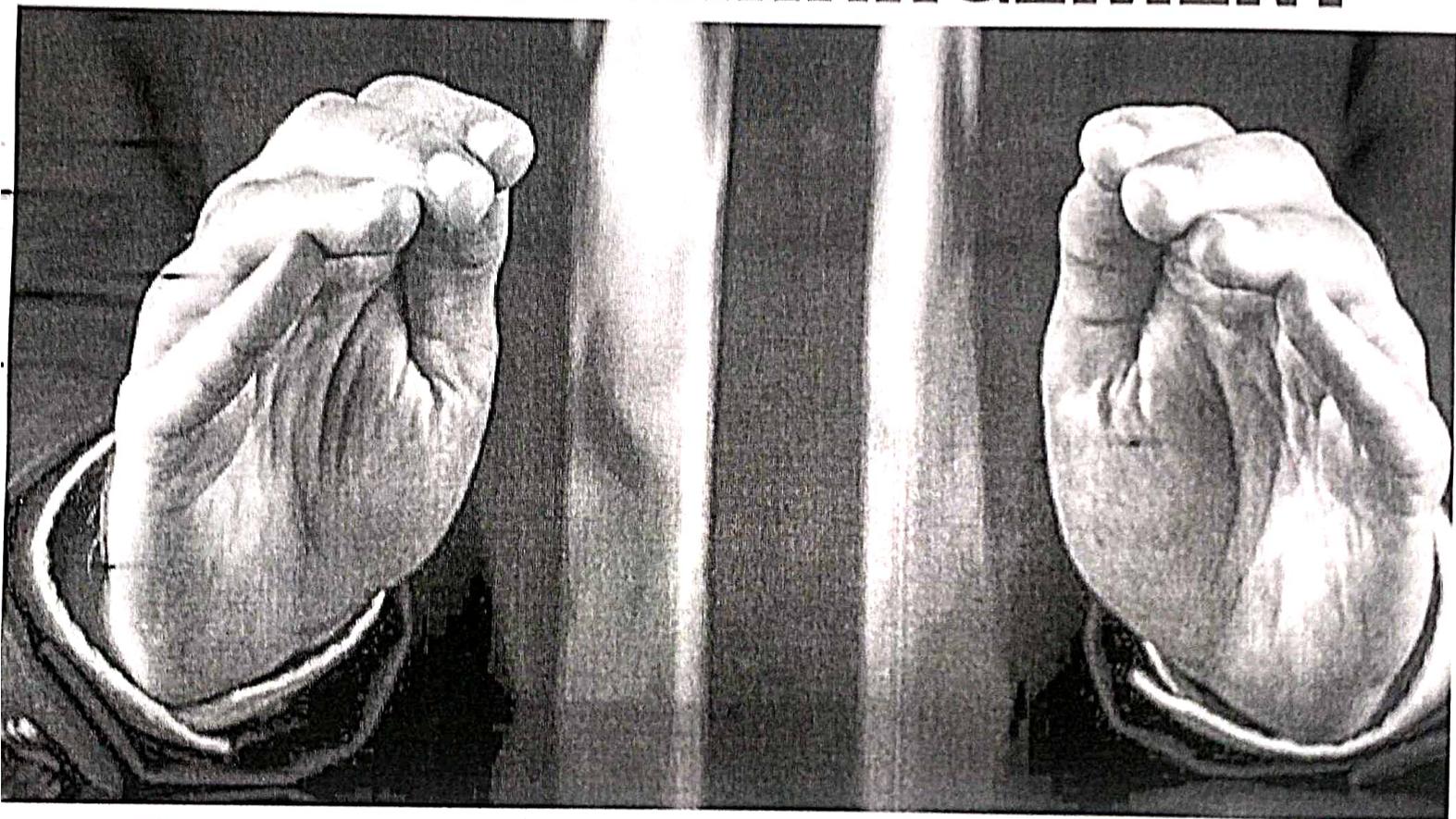
**INTERNATIONAL JOURNAL
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& RESEARCH**

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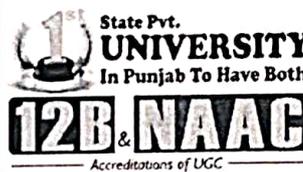
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Benefits of e-CRM Services Adopted by Public Sector Banks - A Study with Special Reference to Pollachi Taluk

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Abstract

Banking industry plays an important role in the present business scenario. Traditionally all the consumers are doing their transactions in the bank only. Physically went to the bank and complete their transactions like deposit, withdrawal, transfer of money, cheque collection etc., but after implement the online technology all the transactions are doing through online just sitting in the home itself especially pandemic period. The objectives of the study is to identify the benefits enjoyed by the customers while using e-CRM services. The data study is based on both primary and secondary data. The primary data which is collected by the way of distributed well framed questionnaire. Totally there are 100 questionnaires were issued among the online customers. Convenience sampling methods have been adopted in this study. Some of the findings of the studies are: Most of the consumers are belonging to the age group between 22-30 years; most of the consumers (60.00%) are female. Majority of the consumers (45.00%) are post graduates. Most of the consumers (60.00%) are married. Majority of the respondents (70.00%) are residing in rural area. Some of the suggestions of the study are as follows: To improve user friendly, to secure customer personal information, Awareness camp must be conducted to educate account holders about e-CRM service. It is concluded that Customer satisfaction found to be key advantages prove by the bankers while using e-CRM and the main benefits of this e-banking is convenience to the customers. It is agreed that most of the online consumers are enjoyed more benefits out of these online transactions.

Key words: [Online Banking, e-CRM, Online Consumers, Electronic Banking and Online Transactions]

Introduction

Banking industry plays an important role in the present business scenario. Traditionally all the consumers are doing their transactions in the bank only. Physically went to the bank and complete their transactions like deposit, withdrawal, transfer of money, cheque collection etc., but after implement the online technology all the transactions are doing through online just sitting in the home itself especially pandemic period. Banking Industry have witnessed a lot of changes in all the of Liberalization. The advent of foreign banks into the country and the licensing of private sector have created stiff Competition within the business. E-CRM role is more important for a healthy growth of banking business and combat the competition from rivals. In order to save time and to concentrate more on marketing and selling, banks to adopt alternate channels like e-banking, m-banking, smart Cards, Automated Teller Machines etc., Electronic Customer Relationship Management (ECRM) has enabled the effectiveness of business transactions in modern economies. E-CRM has pervaded all spheres of human activity.

Statement of the Research Problem

The concept of banking sector has undergone the significant changes to the services provided is their consumers to find the research gap the following questions are raised in

the mind of the researcher

- What are the benefits enjoyed by online consumers in public sector banks?

Objective of the Study

To identify the benefits enjoyed by the customers while using e-CRM services among public sector banks.

Methodology

Data

The data study is based on both primary and secondary data. Primary data have been collected from the customers those who are using online transactions by the way of distributed well framed questionnaire. Secondary data collected from the journals magazines, books and newspapers etc.

Sample Size and Sampling Method

Totally there are 120 questionnaires were issued among the customers but only 100 questionnaires were answered all the questions. So, 100 respondents were taken for this study. Convenience sampling methods have been adopted in this study.

Tools Used

The following are the important statistical tool used in this present study.

1. Simple percentage and
2. Friedman Rank test

TABLE 1: Socio- Economic Profile

Particulars	Numbers	Percentage
Age		
20-30 years	40	40.00
30-40 years	50	50.00
Above 40 years	10	10.00
Gender		
Male	60	60.00
Female	40	40.00
Educational qualification		
SSLC	15	15.00
HSC/Diploma	15	15.00
Diploma/HSC	20	11.70
Under-Graduate	50	50.00
Pre-Under Graduate	60	50.80
Post Graduate	20	20.00
Type of family		
Joint family	40	40.00
Nuclear family	60	60.00
Number of members		
Up to 4 members	60	60.00
Above 4 members	40	40.00
Monthly income		
Up to Rs.30,000	65	65.00
Rs.30,000 to Rs.40,000	24	24.00
Above Rs.40,000	11	11.00
Total online consumers N=100		
Source: Primary Data		

Summary of Findings

The findings of this study are divided into three sections namely personal profile, benefit and problem of e-CRM services.

- Most of the consumers are belonging to the age group between 30-40years
- Most of the consumers (60.00%) are female
- Majority of the consumers (45.00%) are post graduates.
- Most of the Consumers (60.00%) are married
- Majority of the respondents (70.00%) are residing in rural area
- Majority of the consumers (50%) monthly income above Rs.30,000.
- Most of the consumers (55.00%) are nuclear family
- Most of the consumers (85.00%) are account hold in SBI.

Most of the consumers 71 (59.00%) having saving account.

- Most of the consumers are selecting for SBI is their safety usage of SBI bank
- Most of the respondents 83(69.00%) are using online banking services.

Most of the consumers (40.83%) are using ATM card

- Majority of the Consumers (21.67%) are using Credit Cards for shopping

Majority of the Consumers (80.00%) are satisfied with providing SBI bank services

Benefit of e-CRM Services

First rank given to easy transaction, second rank given to customer loyalty, third rank given to recharge of mobile & DTH connection, fourth rank given to online bill payment, fifth rank given to online fund transfer, sixth rank given to online shopping, seventh rank given to security, eighth rank given to save time, ninth rank given to accessibility

Suggestions of the Study

Some of the suggestions of the study are as follows:

- To improve user friendly
- To secure customer personal information
- Awareness camp must be conducted to educate account holders about e-CRM service
- To reduce the service charges and transaction charges
- The bankers can extend the deposit and withdrawal limit as per the convenience of the consumer
- The head office may concentrate on branches in semi urban and rural areas to implement e-CRM solutions
- Bankers advised the consumers that make fuller utilization of e-CRM services.
- Bankers should ensure the security in use of internet banking and mobile banking.

Conclusions

Customer satisfaction found to be key advantages proved by the bankers while using e-CRM and the main benefits of this e-banking is convenience to the customers. Now a day's consumers are mostly preferring to use online banking services, because the consumers are not having time to go to bank and withdraw money for the consumers need

more time. So, most of the consumer area give more preference for online banking it easy to do all transaction like fund transfer deposit withdrawal and other services like payment, electronic bills booking air tickets, online share trading.

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