

CRM (Customer Relationship Management) - Accessing , Managing & Servicing to Customers using Data Mining

Customers are common but they cannot understand the new policies as well as working strategies for the product. Comprehensive data warehouses that integrate operational data with customer, supplier, and market information have resulted in an explosion of information. Competition requires timely and sophisticated analysis on an integrated view of the data. However, there is a growing gap between more powerful storage and retrieval systems and the users' ability to effectively analyze and act on the information they contain .

PROF. B.H.BARHATE

Introuction :

CRM stands for Customer Relationship Management. It is a process or methodology used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers! sales, marketing effectiveness, responsiveness and market trends.

CRM helps businesses use technology and human resources to gain insight into the behavior of customers and the value of those customers.

Database Bank Marketing :

Database Marketing uses database technology and sophisticated analytical techniques combined with direct-marketing methods to elicit a desired, measurable response in target groups and individuals. Keeping the concept of Database marketing in consideration, new generation banks apply e-bank marketing policy in their concerned affairs with the extensive usage of different types of database software. The software are mainly divided into back-end database and front-end application. The back-end software act as database to store banking data such as database to store banking data such as clients, creditors, loans, service, product, and account information. On the other hand, front-end banking software are used with different types of forms and users directions to guide the clients to do banking. The back-end software are considered as server while front-end are called clients. In other words, database bank marketing is implemented through client-server database system. For example, using database of clients customer relationship managers of most banks today wish their valued

clients on their birthday or marriage anniversary that create a lasting impression on the minds of the later and encourage them to utilize the banking services more regularly. Moreover, intelligent and prompt decisions of these bankers-regarding the correct payment data and amount often save customers cost that has a great impact on the later's satisfaction.

Improving Customer Services by adopting following factors:

Prompt and Better Customer Service: Due to the application of Convergence technology automated modern banks the expertise can be able to prove prompt and best customer service almost in every affair of banking.

Anywhere Banking : The extensive usage of online banking, any branch banking, etc., has made it made it possible for the bank to serve their customers from a single point location whether it is in a physical region or in an electronic net centric marketplace. Banks can follow their own website, ATM, phopie banking, etc., services to ensure smart banking from anywhere.

Customized Software : One of the main goals of modern marketing is to maximize profit that can be supported with the application of cost minimization marketing policy of the concerned bank and in this case customized banking software is a glaring example. Banks must decide instead of buying commercial software are developing their own by appointing information technology or Computer Science educated software development experts. In the development of specific banking Solution.

Various Services to Customers using CRM :

Banking Service :

CRM simply refers to organizing hour bank around the needs of your most valuable, i.e. profitable customers. That

*HOD , Dept. of Computer Science & IT Bhusawal Arts, Sci. & P.O.Nahata Commerce College, Bhusawal
& Hon. Director Institute of Management & Career Development , Bhusawal (Maharashtra)*