



Customer Relationship Management

By Sarika Sharma

LAP Lambert Academic Publishing Nov 2012, 2012. Taschenbuch. Book Condition: Neu. 220x150x15 mm. Neuware - Technological improvements are responsible for majority of innovations in banking over past few decades. It started with introduction of personal computers and came a long way with computerized banking, Internet banking, ATMs, and CRM as the latest buzz. Customer Relationship Management Systems are adopted by the banks in order to achieve the success in the business and also business strategies can be formulated based on the predictions given by the intelligent data mining tools. CRM systems are implemented by banks to gain competitive edge over their competitors. Also, business strategies can be formulated based on the predictions given by the intelligent data mining tools. The book intends to present the CRM implementation with data mining, methods of implementation, success factors for the same and impact of data quality on data mining and CRM. A case study of Indian banks is also presented. 252 pp. Englisch.

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