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A Study on CRM In SBI with Special Reference to Shivamogga District

Somashekhar TH[1], Prof Shobharani H[2]

[1]Research Scholar, Department of P.G Studies and Research
Jnana Sahyadri, Shankaraghatta – 577451, Shimoga Dist, Karnataka
[2]Professor, Department of P.G Studies and Research
Jnana Sahyadri, Shankaraghatta – 577451, PG Centre, Kadur

Abstract
This study focuses on Customer Relationship Management (CRM) practices in State Bank of India with special reference to Shivamogga district. The main objective of the study is to examine how CRM strategies are implemented in SBI and how they influence customer satisfaction, loyalty, and retention. In today's competitive banking environment, maintaining strong relationships with customers has become essential for long-term success, and this study highlights the role of CRM in achieving that g.

The findings of the study reveal that SBI has adopted several effective CRM practices, including digital banking services, personalized communication, and efficient grievance redressal systems. Most customers expressed satisfaction with the bank's services, especially in terms of trust, accessibility, and reliability. However, certain areas such as waiting time, staff responsiveness, and awareness of digital services need further improvement to enhance overall customer experience.

The study concludes that CRM plays a crucial role in strengthening the relationship between the bank and its customers. By continuously improving service quality and adopting innovative customer-centric strategies, SBI can further enhance customer satisfaction and loyalty in the Shivamogga district. The study also provides suggestions for improving CRM practices, making it beneficial for both the bank and its customers in achieving mutual growth and long-term relationships.

Introduction
Customer Relationship Management (CRM) is a business strategy that focuses on creating, maintaining, and enhancing long-term relationships with customers. It involves identifying customer needs, understanding their preferences, and providing personalized products and services to increase customer satisfaction and loyalty. In the modern competitive business environment, organizations have realized that retaining existing customers is more profitable than constantly acquiring new ones. Therefore, CRM has become a vital tool for sustainable business growth. CRM is not only a technological system but also a management philosophy that places the customer at the center of all business activities. It integrates various functions such as marketing, sales, customer service, and support to provide a unified and consistent customer experience. Through CRM systems, organizations collect and analyze customer data from multiple channels like websites, emails, social media, and direct interactions. This data helps in understanding buying behavior, predicting future needs, and delivering customized solutions.

Customer Relationship Management is extremely important in the banking sector due to intense competition, customer awareness, and technological advancements. Banks provide financial services that require long-term engagement with customers. Therefore, maintaining strong and trustworthy relationships is essential for profitability and stability. CRM in banks involves collecting customer information, analyzing transaction history, understanding financial needs, and providing customized banking solutions. CRM systems assist banks in managing customer accounts, tracking interactions, and offering personalized services such as tailored loan schemes, credit cards, and investment products. Banks use CRM tools for customer segmentation, risk assessment, and targeted marketing. It also supports digital banking services like mobile banking, ATM services, and online customer support. Effective CRM implementation helps banks increase customer retention, improve brand image, and achieve long-term business.

MEANING:

Customer Relationship Management (CRM) is a business strategy used by companies to manage and improve their relationships with customers. It focuses on understanding customer needs, maintaining good communication, and building long-term relationships to increase customer satisfaction and loyalty.
CRM combines people, processes, and technology to collect and analyze customer information. This helps organizations provide better service, personalized offers, and quick problem resolution.

STATEMENT OF THE PROBLEM:

In the present competitive banking environment, maintaining strong and long-term relationships with customers has become a major challenge for banks. Customer expectations are continuously increasing due to technological advancements, digital banking services, and the availability of multiple banking options. Although the State Bank of India (SBI) is one of the largest public sector banks with a wide customer base, it faces difficulties in consistently delivering personalized services, handling customer grievances efficiently, and meeting the changing needs of customers, especially in semi-urban and rural areas like Shivamogga district.
Despite the implementation of Customer Relationship Management (CRM) practices and digital banking tools, there are still gaps in customer awareness, service quality, and effective communication between the bank and its customers. Many customers may not fully utilize CRM-enabled services such as internet banking, mobile banking, and personalized financial solutions due to lack of knowledge or technological barriers. Additionally, issues such as delayed response to complaints, lack of personal attention, and infrastructure limitations can affect customer satisfaction and loyalty.

SIGNIFICANCE OF THE STUDY:

The present study is significant as it helps in understanding the importance of Customer Relationship Management (CRM) in the banking sector. In today's competitive environment, banks must focus on maintaining long-term relationships with customers rather than only providing basic financial services. This study highlights how effective CRM practices contribute to customer satisfaction, loyalty, and retention, which are essential for the growth and sustainability of bank.This study is useful in analyzing the CRM practices followed by the State Bank of India in Shivamogga district. It provides insights into how SBI interacts with its customers, manages their needs, and resolves their issues. The findings help in identifying the strengths and weaknesses of the bank's CRM strategies, which can be further improved for better service delivery. The study also holds significance for customers as it evaluates their level of awareness and satisfaction regarding CRM policies and services offered by the bank. It helps in understanding customer expectations, preferences, and problems faced while using banking services, especially in areas like digital banking and e-CRM. This enables the bank to design more customer-centric services. The study is significant for the overall development of the banking sector as it emphasizes the role of CRM in achieving competitive advantage. Effective implementation of CRM not only improves customer retention but also enhances the reputation and performance of banks, thereby contributing to economic growth.

SCOPE OF THE STUDY:

The scope of the present study is limited to analyzing the Customer Relationship Management (CRM) practices adopted by the State Bank of India in Shivamogga District. It focuses on understanding how the bank maintains relationships with its customers through various services, communication methods, and digital banking facilities. The study examines the effectiveness of CRM strategies in enhancing customer satisfaction and loyalty among different categories of customers such as students, professionals, and business people.

This study also covers the level of customer awareness regarding CRM policies and services offered by SBI, including e-banking facilities such as internet banking, mobile banking, and ATM services. It aims to evaluate how these digital CRM tools influence customer convenience and overall banking experience. The research further explores customer preferences and expectations from the bank in terms of service quality, responsiveness, and personalization.

REVIEW OF LITERATURE:

1. **Dr. V. Sujatha and Dr. R. Nalini (2013):** In this study pragmatic analysis uses the SERVQUAL model to identify service gaps in SBI, referencing customer preferences in Shivamogga for better banking services, concluding that closing these gaps through CRM can expand customer bases and satisfaction. Findings advocate for relationship banking, applicable to Shivamogga where SBI could prioritize empathy and responsiveness to align with local expectations and enhance performance in Karnataka's public sector landscape.

2. **Suhall Bhat and Mushtaq Ahmad Darzi(2013):** The study critically evaluates various research studies related to Customer Relationship Management (CRM) in the Indian banking sector. It synthesizes findings from multiple researchers to assess CRM effectiveness, implementation challenges, and strategic importance. The study mainly focuses on the core components of CRM—People, Process, and Technology—and their impact on successful CRM implementation.

3. **C. Ravi and Kundan Basavaraj (2013):** in Asian Journal of Multidimensional Research. Focusing on Shivamogga, the study investigates preferences for loans, deposits, and value-added services in public and private banks, finding moderate satisfaction levels and suggesting CRM innovations to address unmet needs. For SBI, this implies focusing on customer issues to boost satisfaction, particularly in Shivamogga's context where vehicle and business loans are popular, fostering long-term relationships through targeted strategies.

4. **Narayan C. Baser and Dhavalkumar M. Chauhan (2015):** In International Journal of Customer Relationship Marketing and Management. This review synthesizes CRM literature in banking, emphasizing its evolution and benefits for satisfaction. Applicable to SBI in Shivamogga, it guides adapting CRM theories to local needs, enhancing retention through integrated approaches

5. **Dr.K.Pushpa Veni and V.Gayathri(2016):** The study examines customer relationship management (CRM) practices at SBI (State Bank of India) in Virudhunagar. It explores customer demographics, awareness of CRM policies, perception of CRM practices, and the role of E-CRM in customer satisfaction. The study collected data from 100 SBI customers through questionnaires and used statistical tools like percentage, chi-square, and t-test for analysis.

RESEARCH METHODOLOGY:

The research gap in the study on Customer Relationship Management (CRM) in SBI Bank with special reference to Shivamogga district arises due to limited region-specific studies that focus on rural and semi-urban banking customers. Most existing research has concentrated on urban branches, leaving a gap in understanding customer expectations, satisfaction, and CRM effectiveness in smaller districts. There is also insufficient analysis of how digital banking services and technological advancements impact customer relationships at the local level. Additionally, previous studies have not adequately explored customer awareness and usage of CRM initiatives implemented by SBI.
Another important gap is the lack of comparative analysis between public and private sector banks in the same region, which could provide deeper insights into service quality and customer retention strategies. Furthermore, there is minimal focus on employee perspectives and their role in delivering effective CRM practices. The influence of socio-economic factors on customer behavior in Shivamogga district has also not been thoroughly examined. Hence, this study attempts to bridge these gaps by providing a localized, comprehensive understanding of CRM practices and their effectiveness in SBI Bank.

OBJECTIVES:

1. To study the customer awareness on customer relationship management policies of SBI.
2. To study the role of E-CRM strategies in bringing customer satisfaction.
3. To study the reasons for customer preferring e banking services.

RESEARCH METHODOLOGY:

The present study is based on secondary data, which has been collected from various reliable and authentic sources. Secondary data refers to information that has already been collected, analyzed, and published by others for different purposes.

For this study on Customer Relationship Management (CRM) in SBI Bank with special reference to Shivamogga District, the data has been gathered from the following sources:

- Published research articles and journals related to CRM in the banking sector
- Books and academic literature on customer relationship management

- Official reports and publications of State Bank of India (SBI)
- Websites and online databases, including banking and financial service portals
- Government reports and statistical data related to banking performance
- Previous research studies and dissertations relevant to CRM practices

FINDINGS OF THE STUDY:

The study reveals that Customer Relationship Management (CRM) plays a significant role in improving customer satisfaction and loyalty in SBI Bank. It is found that a majority of customers are aware of basic banking services, but awareness regarding advanced CRM practices and digital banking services such as internet banking and mobile banking is still limited, especially in semi-urban and rural areas of Shivamogga district. The study also indicates that customers prefer convenient and quick banking services, but they face issues like delayed response to complaints, lack of personalized attention, and technical difficulties while using digital platforms. Further, the findings show that although SBI has implemented CRM strategies, there is a gap in effective communication and service delivery. Customer satisfaction levels are moderate, indicating the need for improvement in service quality, responsiveness, and relationship-building efforts.

SUGGESTIONS OF THE STUDY:

Based on the findings, it is suggested that SBI should focus on improving customer awareness about CRM initiatives and digital banking services through awareness programs, training sessions, and promotional campaigns. The bank should enhance its customer service by providing quicker responses to complaints and ensuring efficient grievance redressal mechanisms. Personalized services should be strengthened by understanding individual customer needs and offering customized financial products. SBI should also invest in improving technological infrastructure to make digital banking services more user-friendly and accessible to all categories of customers. Additionally, employees should be trained regularly to improve their communication skills and customer handling abilities. Strengthening customer interaction and feedback systems will help the bank build stronger relationships and improve overall customer satisfaction.

CONCLUSION OF THE STUDY:

In conclusion, Customer Relationship Management is an essential strategy for the success and growth of banks in today’s competitive environment. The study highlights that while SBI Bank has taken significant steps to implement CRM practices, there is still scope for improvement in terms of customer awareness, service quality, and effective utilization of digital tools. Building strong and long-term relationships with customers requires continuous efforts in understanding their needs, providing personalized services, and maintaining effective communication. By improving its CRM strategies, SBI can enhance customer satisfaction, increase customer retention, and strengthen its position in the banking sector. Overall, effective CRM implementation will not only benefit the bank but also contribute to better customer experiences and long-term business success.

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