

## **ACOMVAC02 - CRM in E- Banking**

### **Learning Objectives**

- To develop an appreciation about the utility of E-Banking practices
- To understand the quality services of E-banking and various tools of E-banking
- To evaluate the challenges in CRM with E-Banking and security issues of online Banking

### **Course Outcomes**

After successful completion of the course, the students will able to:

- Understand the important concepts in Customer Relationship Management
- Master over e-banking and data base services day today
- Attain knowledge in the e-banking practices
- Have an idea of Understand e-payment system
- Evaluate the security issues in CRM and e-banking

### **Unit I Introduction to CRM**

Definitions – Need and importance of CRM in present scenario – CRM as a strategic marketing tool.

### **Unit II Significance of CRM in banking today**

Meaning and concept of E-Banking – Advantages customer information Database – objectives of E-Banking – Customer facilities through E-Banking tools.

### **Unit III CRM Practices**

Importance of CRM through E-Banking – internal facilities, costs, quality of service and cost of communication

**Unit IV E- Payment system**

Rupay – Rupay secure – IMPS – National unified USSD platform – (USSD) National Automated Clearing House (NACH) – National Financial Smith (NES) RTGS, NEFT. Innovative banking Payment system.

**Unit V Security Issues in CRM and E- Banking**

Security and Privacy, Transactional difficulty, Technical issues and Level of Customer awareness.

**Text Books:**

Abhijeet Singh and Brijesh Kumar 2011, Customer Relationship Management Tools: An Overview, Marketing Mastermind, Vol 11, pp 24.

Alok Kumar and Chhabi Sinha 2008, Customer relationship management concepts and application, 1st Ed, Sudha offset press, pp 3-16.

Mahmood Shah and Steve Clarke 2009, E-Banking management: Issues, Solutions and Strategies

**Supplementary Readings:**

Alan Smith, 2006. CRM and customer service: Strategic asset or Corporate over-head, Handbook of Business Strategy, Vol 7, pp.87 – 93.

Himani Sharma, 2011. Bankers Perspectives on E-Banking and Its Challenges, Evidence from North India. The IUP Journal of Bank Management.

Jayaram Kondabagil, 2012, Risk Management in Electronic banking: Concepts and Best Practices.