



“Analysis Of Customer Relationship Management At Hdfc Bank”

Rahul .S.Gange¹, Mr. Ashok Desai

¹ Student of Master of Management Studies, Alamuri Ratnamala Institute of Engineering and Technology, Mumbai University, rahulgange@gmail.com ² Associate Professor, MMS Department, Alamuri Ratnamala Institute of Engineering and Technology, University of Mumbai mmsmo.armiet@gmail.com

ABSTRACT :

This analysis delves into the Customer Relationship Management (CRM) practices at HDFC Bank, a leading financial institution. The study encompasses various dimensions, including customer data management, segmentation, personalization, multi-channel integration, customer service, feedback mechanisms, loyalty programs, data security, and continuous improvement. HDFC Bank likely employs robust systems to gather and analyze customer data, segments its customer base for targeted marketing, personalizes interactions across channels, provides excellent customer service, gathers feedback for improvement, offers loyalty programs, prioritizes data security, and continuously evolves its CRM strategies. Through these efforts, HDFC Bank aims to foster strong customer relationships, enhance satisfaction, and drive long-term loyalty in a competitive banking landscape.

INTRODUCTION :

During the research work done for HDFC Bank in Bilaspur(C.G) area. The project starts with studying the products and services offered by HDFC Bank. The objective is to study the value of existing customer for bank by regularly contacting on phone, taking appointments, and meeting them with this the customer problem and quires are known and to make sure they are satisfied with the bank services with this ultimately leads to satisfaction. This study helps in identifying the problem areas and thereby overcoming this problem will help the company to enhance customer's connections with the company. This research was undertaken for a period of 2 months during which a majority of customers are taken on as a part of a project by interviewing them.

The next part of the project is identifying the most profitable and least profitable customers which depend on how a customer generates profit in terms of all the expenses incurred on the part of the bank and all the revenues is earned from the product. Basically, dealing with the non-profitable customer and converting them into profitable band at this customer relationship is very important. Their staffs are busy working to acquiring new customer and paying a less attention on old customers.

The customer access screens (**FINWARE**) used by Relationship manager which include the complete information about account holder and details of customer which is helpful for him to contact on phone and profitability code is mentioned (**BANDING**), so employees can know whether they are dealing with a 5, 4, 3, 2, or 1 band of customers. And while cross selling the products to customer profitability band is very important.

These products are selected by certain formulas that determine what bank products the customer currently uses, and what his current balances would indicate that he might be eligible for and want to use next. The software also suggests the appropriate rates for loans (personal loan, two wheeler loan, auto loan etc.) on the current market, eligibility for credit card and its limit and the customer's profitability level.

BACKGROUND:

HDFC Bank, one of India's leading private sector banks, has been at the forefront of leveraging technology and innovation to enhance customer experiences and drive business growth. Established in 1994, HDFC Bank has rapidly expanded its network of branches and digital channels to serve a diverse customer base across the country.

In the context of Customer Relationship Management (CRM), HDFC Bank recognizes the critical importance of understanding and meeting customer needs effectively. With a vast customer base spanning individuals, businesses, and corporates, HDFC Bank has implemented robust CRM strategies to manage relationships, deliver personalized services, and foster long-term loyalty.

Given the dynamic nature of the banking industry and evolving customer preferences, HDFC Bank continuously refines its CRM practices to stay ahead of the curve. This involves harnessing data analytics, adopting emerging technologies, and investing in employee training to ensure seamless customer interactions across various touchpoints.

Against the backdrop of intensifying competition and changing regulatory landscapes, HDFC Bank's commitment to customer-centricity remains unwavering. By prioritizing customer satisfaction, innovation, and operational excellence, HDFC Bank aims to strengthen its position as a trusted financial partner and drive sustainable growth in the banking sector.

OBJECTIVES –

1. Study of products and services offered to retail customers.
2. Ascertaining the behavior and perception of the existing customers towards products/ services in banking.
3. Study the value of existing customers and reduced cost associated with servicing them and ways to increase the overall efficiency of bank performance.
4. Identifying the most profitable and least profitable customer (Banding)
5. To identify and study the various ways of ensuring customer satisfaction adopted by HDFC bank.
6. Receiving the customer feedback leads to new and improved product and services

RESEARCH METHODOLOGY –

Research methodology:

The Research methodology used for the study was very rigorous. Questionnaires were made, interviews with customers were held and various books and websites were consulted for any type of information related to the study. The methodology so applied is briefly discussed below step-by-step. Therefore, Marketing research can be defined as the systematic design, collection, analysis, and reporting of the data and findings relevant to a specific marketing situation facing the company.

Research Design:

Research design is the basic plan which guides the researchers in the collection and analysis of data required for practicing the research product. In fact, the research design is the conceptual structure with which research is conducted. It consist of the blueprint for the collection, measurement and analysis of the data that was followed completing the study to ensure that study is relevant to the problem and will follow the predetermined and set data.

Type of Research Design:

Descriptive research: - Descriptive research provides data about the population or universe being studied. Descriptive Research is used when we are interested in knowing the characteristics of certain groups such as age, sex, educational level, occupation etc. But it can only describe the "who, what, when where and how" of a situation, not what caused it. Descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible.

CONCEPTUAL FRAMEWORK –

A conceptual framework provides the structure and foundation for understanding, analyzing, and interpreting complex ideas or phenomena within a particular field of study or research. It consists of a set of interconnected concepts, theories, and propositions that form the basis for inquiry and investigation.

In academic research, a conceptual framework typically serves several purposes:

1. **Guiding Research:** It helps researchers define the scope of their study by identifying key concepts and relationships between them.
2. **Organizing Knowledge:** It provides a systematic way to organize existing theories, literature, and empirical findings related to the research topic.
3. **Formulating Hypotheses:** By identifying the relationships between variables, a conceptual framework helps researchers develop hypotheses to test in their studies.
4. **Interpreting Results:** It offers a lens through which researchers can interpret their findings and understand their implications within the broader context of existing knowledge.
5. **Facilitating Communication:** A conceptual framework provides a common language and theoretical framework for scholars within a particular discipline, facilitating communication and collaboration.
6. **Supporting Theory Development:** It may also contribute to the advancement of theory within a field by highlighting areas where existing theories are insufficient or where new theoretical constructs are needed.

SCOP OF THE STUDY-

The scope of a study defines the boundaries and limitations within which the research will be conducted. It delineates the specific aspects of the research topic that will be addressed, as well as those that will be excluded. Here are some key elements typically included in defining the scope of a study:

1. **Research Objectives:** Clearly state the research objectives or goals that the study aims to achieve. These objectives should be specific, measurable, achievable, relevant, and time-bound (SMART).

2. *Research Questions*: Identify the research questions that the study will seek to answer. These questions should be aligned with the research objectives and should guide the investigation.
3. *Geographical Scope*: Define the geographical area or location that the study will focus on. This could be a specific region, country, city, community, or site.
4. *Temporal Scope*: Specify the time frame or period of time that the study will cover. This could be a historical period, a specific point in time, or a duration such as weeks, months, or years.
5. *Population and Sample*: Describe the population or target group that the study will examine. If applicable, specify any inclusion or exclusion criteria for selecting participants or samples.
6. *Variables and Concepts*: Identify the key variables, concepts, or phenomena that the study will investigate. Clearly define these terms to ensure a common understanding among researchers and readers.
7. *Methodology and Research Design*: Outline the research methodology and design that will be used to conduct the study. This includes the research approach (e.g., qualitative, quantitative, mixed methods), data collection methods, and data analysis techniques.
8. *Limitations*: Acknowledge any limitations or constraints that may affect the study's validity, reliability, or generalizability. This could include factors such as resource constraints, time constraints, access limitations, or ethical considerations.
9. *Deliverables and Outputs*: Specify the expected deliverables or outputs of the study, such as a research report, academic paper, presentation, or practical recommendations.

SUGGESTION –

1. Continuous interaction with the customers is necessary in order to continue with relationship Building activities for long term prospective.
2. The bank should come up with more branches in other locations in Bilaspurcity.
3. The bank should open more ATM networks.
4. To increase the number of customers HDFC Bank should also offer some products for small business. (For example- Zero balance savings and current account.)
5. It is seen that most of the customers are not aware of products and services offered by HDFC Bank. Thus, HDFC Bank should pay some attention on Advertisement.
6. HDFC Bank has very less sales force than other banks, this is a reason that customers have lack of attention towards HDFC Bank. This part can be improved by increasing the sales force.
7. Account opening process in HDFC Bank is comparatively complicated and Time- consuming in case of current accounts HDFC Bank should consider time factor as it is very important.

Conclusion –

- HDFC Bank has a strong brand name in the Bilaspur city market. The people of Bilaspur city are good at investment part and most of them go for Fixed Deposits and Life Insurance rather than investing in Mutual fund products.
- Thus, there is a need to convert the people into mutual fund and credit cards for increasing profitability of bank.
- HDFC Bank has always sought profitable customers and generated profit from them and taken steps by converting the non-profitable customer to profitable customers.
- Customers can be pulled into the profitability band when the customer is satisfied with the product and services which he is using.
- Customer satisfaction plays an important role as customers are satisfied; they will look for some other product.
- At this state Relationship Manager is very important who can suggest the customer which product to use with reference to his need.
- They must maintain the mutual relationship between the relationship manager and customer.
- CRM led to better understanding of all aspects of customer behaviour regarding issues and benefits offered by a company and helps differentiate itself from others.

The project was full of learning and experiments and provided me with a great knowledge about the banking sector. I have interacted with a lot of people personally during these two months. A study of Company profile and Product profile was done before starting my project which helps me a lot while interacting with the people. If the interviewer does not have adequate knowledge of the company and product profile, then he will not be able to get the desired information from the respondent. During the course of time, I tried to get all the objective of the project fulfilled.

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