

# **FACETS OF CRM IMPLEMENTATION IN BANKING INDUSTRY: CUSTOMERS' AND EMPLOYEES' PERSPECTIVE**

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## **ABSTRACT**

**T**his paper, attempts to uncover the major facets (major areas) which can be considered by the banks for successful implementation of CRM, based on the views of the bank customers. A sample of 325 customers of public and private sector banks in Puducherry region of Union Territory of Puducherry has been selected by simple random sampling technique. A survey questionnaire, consisting of 12 items measuring customers' understanding of CRM implementation in banks, has been administered. The reliability of the items is tested by Cronbach alpha. The principle component method of factor analysis with varimax rotation is administered on the customer data to identify the major areas of CRM implementation. The present status of CRM implementation is relevant to these major areas is ascertained by descriptive analysis.

**KEY WORDS:** Cronbach Alpha, Principle Component Method of Factor Analysis, Descriptive analysis.