

A Study on Digital Banking transforming India with customer centric approach

*KARTHIK.K.R, #DR.BINOY MATHEW

*Assistant Professor, #Associate Professor, Department of MBA, VTU Centre for Post-Graduation studies, Muddenahalli, India.

ABSTRACT - Indian financial services sector has opened the door for many players with the forces of globalization and technology revolution in 21st Century. So, it has become imperative for all categories of financial services companies to make unique financial, marketing and HR efforts to tap the opportunity prevailing in the market and to create sustainable competitive advantage in the time of strong competition through attract, retain and satisfy their customers. Study mainly focused on how to measure the speed in which commercial banks were rendering service to their customers in 13 different dimensions. The result of this study was that there existed no difference between the public sector banks and private sector banks in consuming customers' time for transacting business with the bank a structure to plan and execute a particular research, Research design is the crucial part of the research as it includes all the four important considerations: the strategy, the conceptual framework, the identification of whom and what to study on and the tools and procedures to be used for collecting and analyzing data. The research design basically is divided into several types for example qualitative research and quantitative research.

KEY WORDS: Information management in banks, customer relationship management, digital banking

I. INTRODUCTION DIGITAL BANKING TRANSFORMING INDIA

1.1 Digital Evolution

Computerized Banking might be seen as appropriation of different existing and developing advances by the banks, working together with related changes in inside activities just as outer connections for giving predominant client administrations and encounters successfully and effectively.

Today we wind up in a computerized wonderland, where the milkman acknowledges wallet installment without a complain, a man purchases a geometry set worth about Rs 100 for his girl utilizing a Visa and the vegetable merchant utilizes QR code based "Output and Pay" utility.

The new inventive computerized advances and cutting edge points of view have brought forth totally different organizations and social measurements. Undertakings, for example, Make in India and Digital India are presently the popular expressions to a brilliant and reasonable modern and budgetary advancement of our country. As a component of its catalyst for DIGITAL TRANSFORMATION in India, Government additionally empowers innovation appropriation/up-degree while furnishing network with fast data transmission to each alcove and corner

of the nation. This has uncovered the maximum capacity of the heretofore undiscovered market in India. Most recent innovation and administration contributions in the new age Digital Payments space by the Banks, for example, Unified Payments Infrastructure (UPI) including BHIM (Bharat Interface for Money) which is a Mobile App created by National Payments Corporation of India (NPCI), Bharat Bill Payment System (BPSS), versatile cash, e-wallets, installment conglomeration and so on have made an upheaval without anyone else.

As of now there are a few advancements, foundation and procedures accessible to empower banks to wind up super-effective and trustworthy banks. Adjustment and usage of exceedingly capital concentrated worldwide advancements, foundation and procedures are unequivocal so as to stay on top of things. Change and Inter-operability related issues viz. from customary managing an account to best in class advanced saving money, for example, information trustworthiness, validation (counting outsider verification) and trust factors in a computerized keeping money condition are picking up significance.

Computerized keeping money gives mission basic answers for financiers for their present moment and long haul business and innovative prerequisites. Today, viewpoints, for example, upgraded consumer loyalty and incentive through brought together client

encounters, quicker yield, endless managing an account volumes, monetary consideration, operational efficiencies, size of economy and so on are being looked for after, by utilizing computerized keeping money and versatile innovations. Turning into an advanced bank can enhance productivity and give a superior client encounter.

1.2 ADVANCED BANKING – A HELP OR BANE

Passing by the profound infiltration inside a generally lesser turnaround time, best in class computerized installment frameworks are presently ready to take quantum jumps in this new period that is to a great extent driven by the pervasive Internet. These problematic elements and income models are truly the new distinct advantages - causing unmistakable and strategic moves crosswise over significant verticals. Internet business and M-trade achievement is to a great extent credited to the amazing development of different the trendy expression in India today is making a cashless future.

Floated by the effective acknowledgment of demonetization, the Government of India (GoI) is currently pushing computerized exchanges. The GoI has set an objective of 25 billion advanced exchanges in the following monetary year (FY18) through different offices, including stages, for example, Aadhar Pay, Unified Payment Interface (UPI), Immediate Payment Service (IMPS) and check cards. GoI has additionally propelled a versatile application (Bharat Interface for Money - BHIM) for encouraging e-installments through ledgers. The installments business is subsequently observing a great deal of activity from different fintech players to use on GoI's computerized push.

The customary keeping money industry is in this manner confronting the effect of computerized innovation. To stay contemporary and significant, a few business banks have just begun forcefully developing computerized items and administrations for clients. In the mean time, India today offers a one of a kind design for advanced keeping money which isn't accessible in the US or China. This design incorporates a current eKYC (know your customer) framework and the Aadhaar validation structure, a mark and digilocker, the Unified Payments

Interface - which considers quick installment crosswise over banks - lastly, an assent design framework, where data is made openly accessible to any other person for use.

India in this way today remains at the cusp of a managing an account insurgency through quick infiltration of advanced saving money.

II. REVIEW OF LITERATURE

The purpose of this chapter is to briefly review selected streams of major academic research relevant to technology in banking, performance evaluation and various tools available for analysis. An attempt is made to review the earlier studies carried out abroad and India.

This literature review presents, the Banking technology definition and its characteristics in section one. Developments of banking Technology in Indian banking industry and its significance is dealt in section two of literature review.

Different types of technological impact are studied from the literature and presented in the third section. Profit and cost efficiency literature are presented in the last section.

2. Role of CRM to Bank Customers

2.1. Hiroshi (1997) mentioned in his study "Electronic commerce for new management and information system infrastructure", he had given stress on electronic information provided to customer in various banking sectors to make the system more efficient to fulfill the needs of customer using banking services and help in CRM.

2.2. As per comment of Thampy (1999), after recommendations of the Narasimhan Committee, customer service expectations increase in many folded area due to entries of new private banks and international banks.

2.3. Kaujalgi (1999) stated that Information Technology (IT) performs an important role for giving better customer service, at a lower cost. Further he stresses that, due to presence of advance automation technology, foreign banks have the advantage in many banking area.

2.4. Bajaj (2000) He analyzed related issues due to adoption of CRM in banking. He explained ecommerce, payment system, smart card, electronic check etc. He explained that IT has made for big CD's to raise money in capital market than from banks. He conclude that electronic payment system are emerging and getting acceptance in market place as it help to cut cost by producing check ways of delivering products to customers and to see it that whether technology create new opportunities for banks or they become extinct.

2.5. Gopalakrishna (2001) expressed his views that Customer relationship is not an outside element which started exerting its influence on the business. It is an integral part of management and, it has occupied an important and indispensable central place in today's business.

2.6. Manickarj&Hemalatha (2001) in this article e-banking success identifies that in new digital market place banks and financial institutes are not lagging behind and start providing services electronically to

- internet. These services lower transaction cost & empowers customers & enhance the value to banking relationship. They discussed also services through banking, their benefits to customers, banks & limitations.
- 2.7. Kassing (2001), have expressed Bankers who lose good customers month in and month out may likewise feel this sense of futility. Those who respond by boosting advertising budgets, (offering low-cost and low-profitability products as a lure) may find they increase their marketing expenses only to obtain unprofitable customers. In addition, other worthwhile prospects or customers are identified in the hope of developing profitable relationships.
- 2.8. According to Mittal and Kumra (2001), the concept E-CRM are the combined process of business and advances technology, which seeds to know the banks customer from a multifaceted perspective. E-CRM system has been recently adopted in the industry. Selecting an E-CRM system is a part of the Customer Relationship Strategy.
- 2.9. Garikaparathi (2002), has concluded that in the present scenario of globalization and liberalization, marketing has undergone a metamorphic change to cope with increased competitiveness, changing needs of customers, continuous product up gradation due to change in technology, changing market trends and many more, because of these continuous changes, the marketing efforts have also slowly shifted from mass marketing to interactive marketing and finally to today's relationship marketing.
- 2.10. Vedpuriswar (2003) has highlighted that ICFAI realized that the growth is the key to long term survival and much of its growth will come from keeping its eyes and ears tuned to environment and for this ICFAI implemented customer relationship management strategies specially for the students enrolment and processing of examination hall tickets, and this lead to growth of ICFAI which has surprised traditional academic institutions.
- 2.11. According to Greenberg (2004), customer having many options among various service provided by banks. He makes business relationship depends on his economy, faith and products, efficiency and services.
- 2.12. Buttle (2004) stated that new goals More accountability Creative management of the customer lifecycle Rethink the 4Ps Managing networks, not brands New customer management roles.
- 2.13. Mohamed and Sagadevan (2005), has expressed his view that Managing relationship with customer. For a successful implementation, of CRM there must be a common sense that the implementation will affect all parts of the company and that there might be server changes to get positive results. Due to that the project must be supported by the management from the very beginning.
- 2.14. In the words of Patnaik and Chhatoi (2006), Customer Services will be better understood if we define it from the customer's angle. Customer service is the perception of a customer regarding the services he gets from his bank. It is found that retaining customer is often cheaper than finding a new customer. Customer is viewed as a long term relationship.
- 2.15. Graham (2008) explains that there are three elements to consider when aligning your business towards a customer relationship format. These are retention, customer potential and de-selection of customer. He also mentioned four steps if CRM i.e. Segmentation, Analyzing, Developing strategy and behaviour maintenance.
- 2.16. Uppal R K (2008) stated that in spite of lack of awareness among the customers of e-banking services, most of the customers uses the e-banks are satisfied with various e-link and available services. It is further observed through the responses of respondents that the future of e-banking services is bright and that this e - channels will definitely help in the transformation of banking in a positive manner.
- 2.17. Dutta et al (2009), the statistical analysis further reveals that there exists a gap between the customer expectations and perception in the banking sector. The expectations of Bank customer are higher than their perception. This gap varies cross the banking sector with public sector banks showing the widest gap and foreign banks showing a narrow gap.
- 2.18. Factor analysis further showed that tangible, assurance, empathy and reliability dimensions are the explanatory variables predicting customers 'satisfaction in India.

III. INTRODUCTION TO RESEARCH METHODOLOGY

An overview of Digital Banking System with reference to Karnataka

Karnataka has a rich social legacy. Early epigraphs of antiquated Karnataka do allude to products and monetary exchanges. They talk about exchange exercises, rate of intrigue that won and the network living that existed back then. Sanctuaries gone about as banks and the financial exercises of the general public spun around the sanctuaries.

Karnataka has made a more noteworthy walk in present day managing an account in India amid twentieth century. The working of composed keeping money segment was confirm with the foundation of the parts of the then Presidency Banks. for example The Bank of Bombay (1840) and The Bank of Madras (1843) which opened their branch

workplaces at Dharwad in 1863 and at Bangalore cantonment in 1864 individually. In course of time, numerous more parts of the Presidency Banks were opened at Belgaum (1867), Hubli (1870) what's more, Kumta (1872-73). Mangalore part of the Madras Presidency Bank was begun to meet the necessities of the port merchants. Dharwad branch was opened principally to encourage the cotton brokers of the Bombay-Karnataka region.

3.2 Significance of Digital Banking System

The significance of this study is on assessing the prospects of electronic banking in India. This study tries to disclose the central factors that affect development of e-banking and participation or lack of participation of customers in this enterprise. The study also intends to seek for solution to assist the banking industry to improve networking and services. Although the findings may be limited in scope but it nevertheless makes some contribution to the application of e-banking in developing countries such as India.

3.3 Statement of the Problem

This study focused on the opportunities and challenges that the introduction of electronic banking has brought in India. On a deeper level the research aims to acquire better understanding of the factors influencing the development of electronic banking. The research problems in this research can be formulated as:

We will examine how the e - banking will affect productivity & efficiency, and profitability of banks. The research aims to identify the important challenges for development of electronic banking in India. With the help of the various models we shall explore some possible implications of both opportunities and challenges that may arise as results of the introduction of e-banking system.

3.4 Need for Study

The clients while profiting the web keeping money needs lesser time to sit tight to get to their records. This is more advantageous than the conventional arrangement of managing an account and the expense of the foundation is low for this sort of keeping money framework. The time is diminished and the impediment of the place helps in giving sufficient of advantages to the clients all the more helpfully when performing managing an account exercises.

3.5 Objectives of the Study

The broad objective of the study is to analyze the emergence and evolution of e banking.

In this regard the research will look at e-banking in general. It will highlight the main effects of e-banking on the banking system. It will endeavor to identify principal opportunities, challenges and obstacles of e-banking system.

More specifically, the underlying focus of the research will be on the following points:

1. To study the role of strategic CRM in Banks.
2. To study Customer Retention and Customer Satisfaction in Digital Banking

3.6 Hypotheses for the study

The following hypotheses have been tested with the help of statistical tools:

It has been assumed that the behavior of digital perspective of customer, employees and bank managers across India is similar. Keeping in view this assumption, data for research purpose have been collected from Karnataka region. On the basis of study conducted in Karnataka region the findings and suggestions are given.

Ho: There is no vital (statistically) distinction in rank orders preferences of respondents between 5 classifications of banking institutions with reference to Strategic CRM.

Ho: There is no vital (statistically) distinction in rank orders preferences of respondents between 5 classifications of banking institutions with reference to Customer centric CRM practices.

3.7 Scope of the study

Increased competition, changing business environment, globalization and advancement of information and communications technology are the important changes that have forced the banking and financial services to change. Demand for financial services is changing rapidly.

Accompanying these changes is customer behavior regarding to these services. They need to adapt to the new banking environment. Therefore, with the passing of the traditional banking to electronic banking, banks need a new working system and strategies. To attract and retain existing and new customers they need to employ an innovative approach to conducting their business.

3.8 Research Methodology

There are numerous variables impacting the inviting of technology based banking and it is critical to think about these elements when contemplating client mentality and conduct towards digital banking system in India.

In view of the assessment of innovation appropriation explores from 1992-2003 (Jeyaraj, 2006) found that apparent convenience was demonstrating a meaning of digital banking outcome in variables about on digital banking selections.

The research of digital banking and managing an account in India, found that apparent handiness is a standout amongst the most critical load on the goal to utilize web based managing an account among the bankers.

Be that as it may (Gounaris, 2008) have thought about different models in his investigations of the variables that impact the web managing an account reception choice.

3.9 Data collection

Survey Study is the technique utilized for gathering the data. The respondents are clients of the banks from PSB, PVB, RRB, COB and FOB. The respondents PSB, PVB, RRB, COB and FOB make up 100% of all out reactions. The respondents are chosen from a number of clients from banks primarily PSB, PVB, RRB, COB and FOB.

3.9.1 Primary data

The study is based mainly on primary data and supported by the secondary data. The primary data is collected from the customers with the help of questionnaire to evaluate the customer's prospective.

For this purpose a structured questionnaire is prepared and used by the researcher regarding five parameters of the customer's prospective. Information regarding the respondents is classified into two major categories.

Section-1 belong to personal information like name, gender, age, marital status etc. section-2 is regarding internet banking habit of the customer and innovative banking services provided by the respondent's bank, about customers prospective of innovative banking services any five different categories of banks.

3.9.2 Secondary Data

Secondary Data are the information gathered by a gathering not identified with the research think about but rather gathered these information for some other reason and at various time before. On the off chance that the analyst utilizes these information then these end up auxiliary information for the present clients. These might be accessible in composed, composed or in electronic structures. An assortment of optional data sources is accessible to the specialist gathering information on an industry, potential item applications and the commercial center.

3.10 Sampling

We use banking organization as the unit of analysis; the bank managers and banking professionals working in these companies were asked to answer on behalf of their respective organizations. Three levels of respondents were identified for this study, comprising of the following

3.11 Formula used for the selection of the sample

To measure the dependent variables, the researcher had constructed itemized statements, with the help of experts in the field of banking Industry. Extensive discussion with the research supervisor, review of relevant literature in digital banking in bank Management with a few regular banking personnel helped the researcher to identify the number of variables, the rating scale and tools to be used for the analysis of data.

If 50% of all the research in digital banking in a population of 20000 employees participate in development, testing and support, and if researcher tries to replicate the survey of 377 people ("professional from banking companies were drawn") many times, then 95% of the time, your survey would find that between 45% and 55% of the people in your sample answered agreed. The remaining 5% of the time, or for 1 in 132 survey questions, you would expect the survey response to more than the margin of error away from the true answer.

3.12 Area of the study - Digital Bank profile in India

The requirement for digital banking was felt in the Indian saving money part in late 1980s, so as to enhance the client benefit, accounting and MIS announcing. In 1988, Reserve Bank of India set up a Committee on computerization in banks headed by Dr. C. Rangarajan.

Banks started utilizing Information Technology at first with the presentation of independent PCs and moved to Local Area Network (LAN) availability. With further headway, banks received the Core Banking stage. Consequently branch managing an account changed to bank keeping money. Center Banking Solution (CBS) empowered banks to expand the solace highlight to the clients as a promising advance towards upgrading client accommodation through Anywhere and Anytime Banking. Distinctive Core Banking stages, for example, Finacle structured by Infosys, BaNCS by TCS, FLEXCUBE by I-flex, picked up prevalence.

1. Digital Banking Revolutions at Public Sector Banks (PSBs)

Public Sector Banks (PSBs) are a major type of bank in India, where a majority stake (i.e. more than 50%) is held by a government. The shares of these banks are listed on stock exchanges. There are a total of 21 Public Sector Banks alongside state-owned Payments Bank in India.

The Central Government entered the banking business with the nationalization of the Imperial Bank of India in 1955. A 60% stake was taken by the Reserve Bank of India and the new bank was named as the State Bank of India. The seven other state banks became the subsidiaries of the new bank in 1959 when the State Bank of India (Subsidiary Banks) Act, 1959 was passed under the Nehru government.

2. Digital Banking Revolutions at Private Sector Bank (PVBs)

There are two classes of Indian private section banks as old and new private portion banks. Old private banks are 15 at present yet from execution point of view they are not sound as showing up in their efficiency an apparently perpetual measure of time. In assertion with the cash related part changes got in 1991 New Private Sector Banks have been permitted to be set up.

3. Digital Banking Revolutions at Regional Rural Bank (PSBs)

The role of rural development in a country like India, which is predominantly rural, need not be over emphasized. As per the 2001 census, 74.28 per cent of the people of India live in rural areas. Besides, the sharp incidence of poverty countrywide rather than in urban areas emphasizes the supreme need for an accelerated rural development.

According to an official estimate, 40.40 per cent of rural population is estimated to be living below the poverty line as against 39.10 per cent in urban areas.

4. Digital Banking Revolutions at Cooperative Bank (COBs)

Digitization in Private sector banks is those banks that are owned by the private sector. It was in mid 1990's when Indian banking scenario witnessed the entry of some new private sector banks and in the period between 2002 to 2007. These banks have grown by leaps and bounds.

5. Digital Banking Revolutions at Foreign Banks (FOBs)

The banks those consolidated in an outside nation and set up their branches in India. Their essential capacity is to make credit accessible for the fares and imports of the nation and manage outside trade having their head office in their nation of origin. In India, 32 remote banks have been set up and giving solid challenge to our keeps money with the utilization of most recent innovation.

Thus, the progression just as globalization has changed the methods for managing an account

3.13 Statistical tools used for the study

After the data collection was done with, the collected data were analyzed using suitable statistical techniques such as Mean, Chi-square test, Kruskal - Wallis Test, Bonferroni Test, ANOVA Statistical Packages for Social Sciences (SPSS. IBM 21.0) has been used for the analysis.

Data analysis was conducted using both descriptive statistics (mean scores and standard deviation), Descriptive statistics comprising of mean scores, percentages, standard deviation and coefficient of variation was used to summarize the characteristics of the organization and respondents. Inferential statistics was applied to establish the nature and magnitude of the relationship between variables and to test the hypothesized relationships.

Within this context, this researcher has conducted to test the results of analysis of data about components of CRM, Technology and Product Innovation Questionnaire to Bank Customers and CRM, Technology and HRMS and Product Innovation Questionnaire to Bank Employees as strategic advantage to Banking companies are measured using three levels of analysis.

CRM Questionnaire To Bank Customers	
1	Strategic CRM
2	Customer centric CRM practices
3	Services Dimensions

4.15 Data Collection

1. Data collection is the most time consuming job researcher has to experience because employees and customers did not respond to mails sent either through, or from other sources. So researcher need to go to employees personally and persuade them to fill the questionnaire taking time out of their busy schedule.
2. Size of the questionnaire was large
3. The response from the employees in the initial in response to data collection was too casual.
4. Organizations were reluctant to share information through their employees citing to various confidential issues.

IV. ANALYSIS AND INTERPRETATION OF DATA

Utilization of technology and persuade of managing an account action is key for accomplishment of any bank in the much jumbled market with very little one of a kind contrasts in their administrations contributions Job of technology and simplicity of doing managing an account separate themselves with contenders and position their offering or administrations in to the psyches of client in banking administrations industry, it is matter of trust and adjusting themselves into line of exchanges, it's is the passionate obligation of associations to satisfy desires and charming them, after all they are explanation behind the very presence of the banks.

Information investigation is the procedure of methodically seeking and orchestrating the meeting transcripts, field notes, and different materials that the analyst collects to build his/her own comprehension of them, and to empower him/her to show what he/she has found to other people. Examination includes working with information, sorting out them, breaking them into sensible units, blending them, hunting down examples, finding what is imperative and what is to be realized, and choosing what you will tell others.

The survey was planned utilizing the factors created from the individual meetings and the audits of writing.

Table 1 (a) Major Variables / Dimensions of Research Study

	CRM Questionnaire To Bank Customers
1	Strategic CRM
2	Customer centric CRM practices

To record and provide for later analysis of respondents' answers to research questions, a five point Likert scale was developed as given below:

5. Strongly Agree; 4. Agree; 3. Neither Agree nor Disagree; 2. Disagree; 1. Strongly Disagree

The study is based on sample survey. The total number of samples considered for this study is 500 comprising the samples have been drawn from Private Sector Bank – PSB, Public Sector Bank-PVB, Regional Rural Banks-RRB, Cooperative Banks-COB and Foreign Banks-FOB, as given hereunder The samples were drawn from each area and sector using Non-probability sampling technique and Convenience sampling method was used to draw the sampling units.

Table 1 (b)

Number of Samples Considered in the Survey

Services	Sector	No. Available	Sample Size
Banking	Public	10	100
	Private	09	100
	Regional Rural Banks	09	100
	Cooperative Banks	14	100
	Foreign Banks	11	100

Source: Primary data

To measure the dependent variables, the researcher had constructed itemized statements, with the help of experts in the field of banking services. Extensive discussion with the research supervisor, review of relevant literature in financial services sector and consultations with a few regular investors helped the researcher identify the number of variables, the rating scale and tools to be used for the analysis of data.

After the data collection was over, the collected data were analyzed using suitable statistical techniques such as Mean, Chi-square test, Mann Whitney U Test and Krusal Wallis Test and (ANOVA) Statistical Packages for Social Sciences (SPSS 19.0) has been used for the analysis.

Within this context, this researcher has conducted to test the results of analysis of data about A study on Digital Banking

system and how Technology has enhanced customer satisfaction -are measured using three levels of analysis.

Researcher has conducted a three phase model to test the impact of technology in the digitization of banks and its advantages to Bank Customers and Employees, at first level researcher used descriptive statistics to find out the mean and standard deviation, on parametric Kruskal–Wallis test to compare more than two samples that are independent, or not related and the test does not identify where the differences occur or how many differences actually occur

To evaluate the significant differences Mann–Whitney U test is applied to evaluate 3 or more groups. Mann–Whitney U test would help analyze the specific sample pairs for significant difference between each category of respondents in the study. (PART A)

The following set of Abbreviation has been used for interpretation in this section:

1	Public Sector Bank	→	PSB
2	Private Sector Bank	→	PVB
3	Regional Rural Banks	→	RRB
4	Cooperative Banks	→	COB
5	Foreign Banks	→	FOB

In the following pages, a detailed tabulation, analysis and interpretation of data is presented.

Likert scale is used to quantify the responses of Bank customers and employees in the below mentioned ranks

Strongly disagree = 1 Disagree = 2 Neither agree nor disagree =3 Agree=4 Strongly agree =5

I. STRATEGIC CRM

Ho: There is no vital (statistically) distinction in rank orders preferences of respondents between 5 classifications of banking institutions with reference to Strategic CRM.

Ha: There is vital (statistically) distinction in rank orders preferences of respondents between 5 classifications of banking institutions with reference to Strategic CRM.

$$H_o = \mu_{PSB} = \mu_{PB} = \mu_{RRB} = \mu_{COB} = \mu_{FOB}$$

$H_a \neq$ no less than one of them not equivalent to another.

Table Number 1: μ (Mean), σ (Standard Deviation) and Statistical analysis of Strategic CRM

Strategic CRM		Mean	SD	Asymp. Sig.	Decision
SRM1	Does CRM strategy acquire new customers through customer referrals	3.50	1.303	0.0000	Sig.Diff
SRM2	Bank has effective CRM strategy to Retain existing customers	3.55	1.349	0.0000	Sig.Diff
SRM3	Is current CRM Strategy contributing to Increase in cross sales and up sale	3.33	1.437	0.0000	Sig.Diff
SRM4	Is current CRM Strategy contributing to acquire new customers through reference	3.35	1.446	0.0000	Sig.Diff
Diff 5	1.KW TEST	2. dependent variable which belongs to different sectors			

*- Significant at 5 % level primary data sourced

Analysis and Interpretation:

From the above Table number 1, the mean of explanations are 3.50, 3.55, 3.33 & 3.35 respectively, which demonstrate that respondents are in agreeableness with the reference to Strategic CRM, in light of the fact that the qualities are for all intents and purposes closer to the reaction 'Firmly Agree'. Additionally, the quality deviation of respondents for the variable are 1.303, 1.349, 1.437 and 1.446 individually, show that the there is no noteworthy deviation from the reactions as communicated by the respondents with reference to the inclination of the significant Strategic CRM.

The above declarations with reference to digital banks, there's no connected measurable evidence to make reference to that, there's a noteworthy refinement in rank requests by the respondents of 5 categories of keeping digital banking benefit association with reference to the statements.

Subsequently, there does no compelling reason to check regardless of whether they have imperative modification among themselves in rank requests/inclination with importance issue.

Presently, it'd challenging to get a analysis on, between these Banking sector that the variable with commanding modification among themselves in rank requests/inclination with connection to Strategic CRM which will have significant effect on making digital banking in Karnataka.

From the data in the Table, with connection to Strategic CRM, "p" values 0.001 that is a less criteria than 0.05 are

measurably vital in their reaction among respondents aren't factually imperative changes as they would like to think to each other.

For instance, the 'p'- esteem got among PSB and PB is 0.00 that is a lesser than criteria 0.05, it might be over that there's a noteworthy refinement in positioning requests/inclination of respondents of PSB and PB with connection to the announcement inside the significance of Strategic CRM.

Once added, since the p-esteem got among PSB and RRB is 0.145, which is very over 0.05, it might be over that there's no vital refinement in positioning requests/inclination of respondents of PSB and RRB.

Every single diverse assertion under this variable Strategic CRM are exposed to comparable testing, and testing by the researcher and translations on explicitly comparative lines are drawn.

II. CUSTOMER CENTRIC CRM PRACTICES

Ho: There is no vital (statistically) distinction in rank orders preferences of respondents between 5 classifications of banking institutions with reference to Customer centric CRM practices.

Ha: There is vital (statistically) distinction in rank orders preferences of respondents between 5 classifications of banking institutions with reference to Customer centric CRM practices.

$$H_o = \mu_{PSB} = \mu_{PB} = \mu_{RRB} = \mu_{COB} = \mu_{FOB}$$

Ha ≠ no less than one of them not equivalent to another.

Table Number 2 : μ (Mean), σ (Standard Deviation) and Statistical analysis of Customer centric CRM practices

Customer centric CRM practices		Mean	S.D	Asymp. Sig.	Decision
RMP1	Banks have system to keep customers informed about new products and services added	3.42	1.427	0.0000	Sig.Diff
RMP2	CRM facilitates customers to deepen cooperation with bank	3.42	1.404	0.0000	Sig.Diff
RMP3	Bank is regularly updating customers about their portfolio	3.25	1.470	0.0000	Sig.Diff
RMP4		3.34	1.557	0.0000	Sig.Diff
Diff 5	1.KW TEST	2. dependent variable which belongs to different sectors			

*- Significant at 5 % level primary data sourced

Analysis and Interpretation:

From the above Table above Table number 2, the mean of explanations are 3.42, 3.42, 3.25&3.34separately, that demonstrate that the respondents are in agreeableness with the reference to Customer centric CRM practices, in light of the fact that the qualities are for all intents and purposes closer to the reaction 'Firmly Agree'. Additionally, the quality deviation of each respondent for the statement under the variable are 0.511, 0.514, 0.512 and 0.57 individually, show that the there's no noteworthy deviation

from the reactions as communicated by the respondents with reference to the inclination of the significance Customer centric CRM practices.

The above declarations with reference to digital banks, there's no connected measurable evidence to make reference to that, there's a noteworthy refinement in rank requests by the respondents of 5 categories of keeping digital banking benefit association with reference to the statements.

Subsequently, there does no compelling reason to check regardless of whether they have imperative modification among themselves in rank requests/inclination with importance issue.

Presently, it is challenging to get a analysis on, between these Banking sector that the variable with commanding modification among themselves in rank requests/inclination with connection to Customer centric CRM practices which will have significant effect on making digital banking in Karnataka.

From the data in the Table, with connection to Customer centric CRM practices, "p" values 0.001 that is a less criteria than 0.05 are measurably vital in their reaction among respondents aren't factually imperative changes as they would like to think to each other.

For instance, the 'p'- esteem got among PSB and PVB is 0.01 that is a lesser than criteria 0.05, it might be over that there's a noteworthy refinement in positioning requests/inclination of respondents of PSB and PVB with connection to the announcement inside the significance of Customer centric CRM practices.

Once added, since the p-esteem got among PSB and RRB is 0.125, which is very over 0.05, it might be over that there's no vital refinement in positioning requests/inclination of respondents of PSB and RRB.

Every single diverse assertion under this variable Customer centric CRM practices are exposed to comparable testing, and testing by the researcher and translations on explicitly comparative lines are drawn.

V. SUMMARY OF FINDINGS

Strategic CRM is Maintain Long Term Relationship with Customers. The point of key CRM is to focus and upgrade the information about clients and utilize this learning to enhance and alter the communications with clients to keep up a long haul association with them. The mean of explanations are 3.50, 3.55, 3.33 & 3.35 respectively, which demonstrate that respondents are in agreeableness with the reference to Strategic CRM, in light of the fact that the qualities are for all intents and purposes closer to the reaction 'Firmly Agree'. Additionally, the quality deviation of respondents for the variable are 1.303, 1.349, 1.437 and 1.446 individually, show that the there is no noteworthy deviation from the reactions as communicated by the respondents with reference to the inclination of the significant Strategic CRM. There's no connected measurable evidence to make reference to that, there's a noteworthy refinement in rank requests by the respondents of 5 categories of keeping digital banking benefit association with reference to the statements.

Strategic CRM which will have significant effect on making digital banking in Karnataka. With connection to Strategic CRM, "p" values 0.001 that is a less criteria than 0.05 are measurably vital in their reaction among

respondents aren't factually imperative changes as they would like to think to each other.

Customer centric CRM practices The point of CRM which helps to create Customizes products and services for customers. The mean of explanations are 3.42, 3.42, 3.25&3.34 respectively, which demonstrate that respondents are in agreeableness with the reference to Customer centric CRM practices, in light of the fact that the qualities are for all intents and purposes closer to the reaction 'Firmly Agree'. Additionally, the quality deviation of respondents for the variable are 0.511, 0.514, 0.512 and 0.57 individually, show that the there is no noteworthy deviation from the reactions as communicated by the respondents with reference to the inclination of the significant Customer centric CRM practices. There's no connected measurable evidence to make reference to that, there's a noteworthy refinement in rank requests by the respondents of 5 categories of keeping digital banking benefit association with reference to the statements.

VI. SUGGESTION

Strategic CRM and Customer centric CRM practices mean indicate respondents are in agreeableness with the reference to Strategic CRM and Customer centric CRM practices if efforts are channelized in right directions customer response might change from agreeableness to strongly agree.

VII. CONCLUSION

Strategic CRM and Customer centric CRM practices mean indicate respondents are in agreeableness with the reference to Strategic CRM and Customer centric CRM practices Which concludes customers are satisfied with the practices followed by banks.

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