

Customer Relationship Management In Banking Sector - Nils Merkel

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" According to the changing of the general conditions the German banks are forced to break new ground in order to assert their position: The market became much more lucent for customer because of new media. The consequences are an increasing pressure of competition and demanding customer. Therefore a binding and long-term customer relationship seems to be necessary for many banks to react to the changed conditions and to guarantee the continuity. A majority of German credit institutions tried to implement concepts of Customer Relationship Management (CRM). In some cases the effort to turn the customer relationship into the road to success - were unsatisfying and unsuccessful. In this paper I want to show, how CRM works, how CRM can be implemented in banks and what problems can result from the implementation. In the first chapter I describe the current situation of German banks. After a brief overview about CRM in general we analyze the previous attempts of CRM implementation. Two examples - Dresdner Bank and Deutsche Leasing, a member of the "Sparkassen - Finanzgruppe" - follow. At the end I identify the problems of the implementation of CRM at the banks. Seminar paper aus dem Jahr 2005 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,3, Dongbei University of Finance and Economics - Dalian/China, Veranstaltung: Sales Management, 2 + 8 online Quellen im Literaturverzeichnis, Sprache: Englisch."Author: Merkel, Nils Publisher: GRIN Verlag Illustration: N Language: ENG Title: Customer Relationship Management in Banking Sector Pages: 00020 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638524995 Category: Business & Economics : General Category: Business & Economics : Marketing - General

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