

**“A STUDY ON THE IMPACT OF ELECTRONIC CUSTOMER
RELATIONSHIP MANAGEMENT ON CUSTOMER
SATISFACTION IN BANKS: SPECIAL REFERENCE TO
MANMUNAI NORTH DIVISIONAL SECRETARIAT OF
BATTICALOA”**



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ABSTRACT

Today, banking is regarded as a consumer-oriented services industry and banks have started realizing that their business increasingly depends on the quality of the consumer service provided and overall satisfaction of the customer.

The major aim of the research report is to measure the impact of electronic customer relationship management on customer satisfaction in banks. Primary data has been collected from the bank customers in Manmunai North divisional secretariat areas in Batticaloa District. In order to fill this empirical gap, this particular study was carried out with the four questions, focused and substantiated for investigation to answer the research questions as what is the level of Electronic Customer Relationship Management among the customers of selected banks, what is the level of Customer Satisfaction among the customers of selected banks, exploring the relationship between Electronic Customer Relationship Management and Customer Satisfaction among the customers of selected banks and what is the impact of Electronic Customer Relationship Management and Customer Satisfaction among the customers of selected banks.

This study was carried out with convenient sampling obtaining 152 responses from customers of banking service. Data were analyzed and evaluated by Univariate, Bivariate, Regression analysis and Research Hypotheses. For this study, only five banks are considered. The study found that the overall Electronic Customer Relationship Management and Customer Satisfaction are at higher level; furthermore it was also found that there is a positive relationship between Electronic Customer Relationship Management and Customer Satisfaction; and Electronic Customer Relationship Management significantly impact on Customer Satisfaction of the selective banks. Eventually, this report recommends some actions for improving the role of E-CRM in influencing the Customer Satisfaction.

Key Words: Electronic Customer Relationship Management (E-CRM), Customer Satisfaction (CS).

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