

Customer Relationship Management Model In Banking Service Industry

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Submission date: 22-Apr-2022 09:36AM (UTC+0700)

Submission ID: 1816902148

File name: r_Relationship_Management_Model_In_Banking_Service_Industry.docx (594.88K)

Word count: 246

Character count: 1540



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Abstract

The purpose of this study is to examine the concepts related to the development of definitions and dimensions from customer relationship management, and try to develop comprehensive model about customer relationship management particularly in banking service industry.

The issues raised in this paper are defined as follows: First, how is the development of the concept, definition and dimensions from customer relationship management. Second, how to improve a model of customer relationship management which can be applied in banking service industry.

The approach used in the writing paper is dimensional approach; examining the dimensions in variables in customer relationship management and seeking new dimensions in implementing the customer relationship management.

The academic implication in this paper is that there are theoretical understandings of the cause of failure and success company in implementing customer relationship management. Meanwhile, the practical implication in this paper is expected for consideration for business people especially banking service industry in applying customer relationship management.

The developed conceptual focus in this writing paper is examining the dimensions from customer relationship management so that it can be managed to be a model that describes customer relationship management in banking service industry. The original contribution in this paper can give new perspective of customer relationship management to be more proactive CRM concept approach.

Key words: Customer relationship management, people, process, and technology

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