A
PROJECT REPORT
ON

"CUSTOMER RELATIONSHIP MANAGEMENT WITH RESPECT TO HDFC BANK"

Submitted to

G.S COLLEGE OF COMMERCE AND ECONOMICS

(AUTONOMOUS), NAGPUR,

Affiliated to

RASHTRASANT TUKDOJI MAHARAJ UNIVERSITY, NAGPUR

In partial fulfillment for the award of the degree of
Bachelor of Business Administration

Submitted by

BADAL BOMBATE

Under the Guidance of

DR. AFSAR SHEIKH

G.S College of Commerce and Economics (Autonomous),

Nagpur

Academic year 2023-24

CERTIFICATE

This is to certify that **"BADAL BOMBATE''** has submitted the project report titled **"CUSTOMER RELATIONSHIP MANAGEMENT WITH RESPECT TO HDFC BANK'',** towards partial fulfillment of **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by RashtraSant Tukadoji Maharaj Nagpur University, Nagpur.

DR. AFSAR SHEIKH   **DR. AFSAR SHEIKH**

   (Project Guide)   **(Co-ordinator)**

Place: Nagpur

Date:

DECLARATION

I here-by declare that the project with title "**CUSTOMER RELATIONSHIP MANAGEMENT WITH RESPECT TO HDFC BANK**'' has been completed by me in partial fulfillment of **BACHELOR OF BUSINES ADMINISTRATION** degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.

Place: Nagpur   **BADAL BOMBATE**

Date:

G.S College of Commerce and Economics (Autonomous),

Nagpur

Academic year 2023-24

ACKNOWLEDGEMENT

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to DR. PRAVEEN MUSTOOR, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide DR. AFSAR SHEIKH for her guideline throughout the project. I tender my sincere regards to Co-ordinator, DR. AFSAR SHEIKH for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the Non-Teaching staff of the college for their Co-operation.

I would like to thank all those who helped me in making this project complete and successful.

Place: Nagpur   **BADAL BOMBATE**

Date:

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CHAPTER 1
<u>INTRODUCTION</u>

INTRODUCTION

WHAT IS CRM (CUSTOMER RELATIONSHIP MANAGEMENT)?

CRM (customer relationship management) is the combination of practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle. The goal is to improve customer service relationships and assist with customer retention and drive sales growth.

CRM systems compile customer data across different channels and points of contact between the customer and the company. These can include the company's website, telephone, live chat, direct mail, marketing materials and social networks. CRM systems can also give customer-facing staff detailed data on customers' personal information, purchase history, buying preferences and concerns.

WHY CRM BENEFITS BUSINESSES

The benefits of CRM systems apply to all types of organizations, ranging from small businesses to large corporations. They include the following:

- **Enhanced customer service:-**

Having customer information, such as past purchases and interaction history, easily accessible helps customer support representatives provide better and faster customer service.

- **Trend spotting**:-

Collection of and access to customer data let businesses identify trends and insights about their customers through reporting and visualization features.

- **Automation:-**

CRM systems can automate menial, but necessary, sales pipeline and customer support tasks.

COMPONENTS OF CRM

At the most basic level, CRM software consolidates customer information and documents it into a single CRM database. This lets business users more easily access and manage that information.

Over time, additional functions have been added to CRM systems to make them more useful. Some of these functions include recording various customer interactions over email, phone, social media and other channels. Automation capabilities have been added to many CRM systems, automating various workflow automation processes, such as tasks, calendars and alerts. Other CRM features enable managers to track performance and productivity based on information logged within the system.

Common components and capabilities of CRM systems include the following:

- **Marketing automation:-**

 CRM tools with marketing automation capabilities automate repetitive tasks to enhance marketing efforts at different touch points in the lifecycle for lead generation. For example, as sales prospects come into the system, it might automatically send email marketing content with the goal of turning a sales lead into a full-fledged customer.

- **Sales force automation:-**

 These tools track customer interactions and automate certain business functions of the sales cycle. Sales force automation tools target sales functions where it's necessary to follow leads, obtain new customers and build customer loyalty.

- **Contact center automation:-**

Designed to reduce tedious aspects of a contact center agent's job, contact center automation includes prerecorded audio that assists in customer problem-solving and information dissemination.

- **Workflow automation:-**

  CRM systems help companies optimize business processes by streamlining mundane workloads, enabling employees to focus on high-level and creative tasks that help them close deals.

- **Lead management:-**

  Sales leads can be tracked through a CRM platform, enabling sales teams to input, track and analyze data for leads in one place.

- **Human resources (HR) management:-**

  CRM systems help track employee information, such as contact information, performance reviews and benefits within a company. This enables the HR department to more effectively manage the internal workforce.

- **Artificial intelligence (AI):-**

  AI technologies, such as Salesforce Einstein, have been built into CRM platforms to automate repetitive tasks, identify customer-buying patterns and predict future customer behaviors.

CRM EXAMPLES

Examples of CRM use vary by the type and purpose of the specific CRM system. Common ones include the following.

1. **Contact center:-**

Traditionally, data intake practices for CRM systems have been the responsibility of salespeople and marketing departments, as well as contact center agents. Sales and marketing teams procure leads and update the system with information throughout the customer lifecycle. Contact centers gather data and revise customer history records through service calls and technical support interactions.

2. **Social CRM:-**

Social media in CRM involves businesses engaging with customers directly through social media platforms, such as Facebook, Twitter and LinkedIn. Social media presents an open forum for customers to share experiences with a brand, whether they're airing grievances or promoting products.

3. Mobile CRM:-

CRM applications built for smartphones and tablets have become a must-have for sales representatives and marketing professionals who want to access customer information and perform tasks when they aren't physically in their offices. Mobile CRM apps take advantage of features that are unique to mobile devices, such as GPS and voice recognition capabilities, to give sales and marketing employees access to customer information from anywhere.

4. Business-to-business practices:-

A CRM system in a business-to-business (B2B) environment helps monitor sales as they move through the sales funnel, enabling a business to address any issues that might come up during the process. CRM strategies in the B2B market give sales reps more visibility into leads, increasing efficiency throughout the sales process.

CHAPTER 2
<u>COMPANY PROFILE</u>

COMPANY PROFILE

HDFC BANK

The Housing Development Finance Corporation Limited or HDFC Ltd was among the first financial institutions in India to receive an "in principle" approval from the Reserve Bank of India (RBI) to set up a bank in the private sector. This was done as part of RBI's policy for liberalisation of the Indian banking industry in 1994.

HDFC Bank was incorporated in August 1994 in the name of HDFC Bank Limited, with its registered office in Mumbai, India. The bank commenced operations as a Scheduled Commercial Bank in January 1995.

On April 4, 2022 the merger of India's largest Housing Finance Company, HDFC Limited and the largest private sector bank in India, HDFC Bank was announced. HDFC Ltd, over the last 45 years has developed one of the best product offerings making it a leader in the housing finance business. HDFC Bank enables seamless delivery of home loans as a part of its wide product suite catering to urban, semi urban and rural India.

As of February 29, 2024, the Bank's distribution network was at 8,192 branches and 20,760 ATMs / Cash Recycler Machine (Cash deposit & withdrawal) across 3,836 cities / towns. HDFC Ltd.'s distribution network comprising 737 outlets, which include 214 offices of HDFC Sales Private Limited stands amalgamated into the Bank's network. The Bank's international presence includes branches in 4 countries and 3 representative offices in Dubai, London and Singapore offering Home Loan products to Non-Resident Indians and Persons of Indian Origin.

HDFC BANK

Company type	Public
Traded as	NSE: HDFCBANK BSE: 500180 NYSE: HDB (ADS) BSE SENSEX Constituent NSE NIFTY 50 Constituent
ISIN	INE040A01034
Industry	Financial services
Founded	August 1994 (29 years ago)
Area served	India
Key people	Atanu Chakraborty (Chairman) Sashidhar Jagdishan (CEO)
Products	Consumer banking Commercial banking Insurance Credit cards Investment banking Mortgage loans Private banking Private equity Investment management Asset management Mutual funds Exchange-traded funds Index funds Wealth management Stockbroking Risk management
Revenue	Rs.2.05 lakh crore (US$26 billion) (2023)
Operating income	Rs.615 billion (US$7.7 billion) (2023)
Net income	Rs.459.97 billion (US$5.8 billion) (2023)
Total assets	Rs.5.3 lakh crore (US$320 billion) (2023)
Total equity	Rs.2.85 lakh crore (US$36 billion) (2023)
Number of employees	177,000 (1 July 2023)
Website	www.hdfcbank.com

HDFC BANK OFFERS A WIDE RANGE OF SERVICES

1. Cash management
2. Corporate finance advisory
3. Customized banking solutions
4. Project and structured finance
5. Trade financing
6. Foreign exchange
7. Internet banking
8. Payment and settlement services

CHAPTER 3
<u>LITERATURE REVIEW</u>

1. **Baldinger and Rubinson (1996)** in their article, perceived that customer loyalty was concerned with the likelihood of a customer returning, making business referrals, providing strong word-of-mouth references and publicity. Loyal customers were less likely to switch to a competitor due to price inducement, and these customers made more purchases compared to less loyal customers. However, customers who were retained may not always be satisfied and satisfied customers may not always be retained. Customers may be loyal due to high switching barriers or the lack of real alternatives; customers may also be loyal because they were satisfied, thus wishing to continue with the relationship.

2. **Zeithaml and Bitner (1996)** in their article, suggested that a customer relationship with a company was strengthened when that customer made a favorable assessment about the company's service quality and weakened when a customer made negative assessment about the company's service quality.

3. **Heskett, Sasser & Schlesinger (1997)** in their article, suggested that customers loyalty had a powerful impact on the performance of service firms and serves as an important source of competitive advantage.

4. **Kandampully, (1998)** in his article, focused that the customers at the time of service delivery interact closely with the service providers and got an inside knowledge of the service organization. This knowledge gave them an opportunity to critically assess the services provided and the service provider. Thus service quality plays an important role in adding value to the overall service experience. Also customers seek organizations that were service loyal te. aim to provide consistent and superior quality of service for present and long term and organizations aiming for this are bound to get customers' loyalty.

5. **Hasan (2002)"** found that online home banking had came out as a significant strategy for banks to attract and retain customers. About 75 percent of the Italian banks had adopted some form of internet banking during the period 1993-2000. The study also found that the higher likelihood of adopting active internet banking activities was by larger banks, banks with higher involvement in off-balance sheet activities, past performance and higher branch network.

6. **Jaskaran Singh Dhillon, Dr. Batra, G.S. and Dr. Atul Dhyani, (2003)"** in then article, stated that good relationship marketing strategies like better segmentation, enquiry management, welcoming the customer, getting to know the customers, customer development, managing problems and winning back the customers had contributed to the growth and market share of private sector banks in India.

7. **Gouri Shankar, A. (2004)",** in his article, suggested that excelling and managing customer relationship was the future of any business. Customer focusing was not to be viewed as just a business strategy but should become a corporate mission. The challenging areas for banks would be in the area of people, technology and competition.

CHAPTER 4
RESEARCH METHODOLOGY

PROBLEM DEFINATION

In the context of HDFC Bank, the implementation and effectiveness of Customer Relationship Management (CRM) practices present several challenges. One key problem revolves around the integration of diverse customer data sources, as HDFC deals with a vast and varied customer base. Additionally, ensuring a seamless customer experience across multiple channels, both digital and traditional, poses a significant challenge. Moreover, understanding and meeting evolving customer expectations in the dynamic financial landscape could be a concern. Therefore, the problem to be addressed lies in optimizing HDFC Bank's CRM strategy to enhance data integration, channel consistency, and responsiveness to customer expectations for sustained customer satisfaction and loyalty.

NEED OF STUDY

1. To Study the value of existing customers and reduced cost associated with servicing them and ways to increasing the overall efficiency of bank performance,
2. To Identifying the most profitable and least profitable customer
3. To Receiving the customer feedback that leads to new and improved product and services.

OBJECTIVES OF STUDY

1. To Ascertaining the behavior and perception of the existing customers towards products/ services in banking.
2. To identify and study the various ways of ensuring customer satisfaction adopted by HDFC bank.
3. To Study the Customer Relationship Management methodologies and its different aspects in India (Banking Industry to be considered).
4. To Understand the significance of Customer Relationship Management and the processes involved in doing so.

LIMITATIONS OF STUDY

1. **Data availability:-**

Limited access to proprietary customer data from HDFC Bank could hinder the depth of analysis and insights.

2. **Time constraints:-**

Conducting comprehensive research within a limited timeframe may restrict the scope and depth of the study.

3. **Sample size:-**

Difficulty in obtaining a sufficiently large and representative sample size of HDFC Bank customers may affect the generalizability of findings.

4. **External factors:-**

External market conditions, regulatory changes, or economic fluctuations could impact the validity and applicability of the study's findings.

5. **Bias:-**

Potential bias from participants or researchers towards positive perceptions of HDFC Bank's CRM practices may affect the objectivity of the research.

6. **Resource limitations:-**

Constraints on financial, human, or technological resources may limit the ability to conduct in-depth analysis or utilize advanced research methodologies.

7. **Single-case focus:-**

Focusing solely on HDFC Bank may limit the ability to compare and contrast CRM practices with other banks, reducing the broader applicability of findings.

8. **Subjectivity in measurement:-**

Subjective interpretation of CRM effectiveness and customer satisfaction metrics may introduce variability and bias into the research results.

<u>HYPOTHESIS</u>

Hypothesis 1: Improved implementation of customer relationship management (CRM) practices within HDFC Bank will lead to increased customer satisfaction and loyalty.

Hypothesis 2: Efficient utilization of CRM technology by HDFC Bank will result in a significant enhancement of customer engagement and retention rates.

Research methodology refers to the systematic process and set of techniques or procedures used to conduct a study or investigation. It is the blueprint that guides the entire research process, from the formulation of research questions or hypotheses to the analysis and interpretation of results. A well-designed research methodology is essential for ensuring the reliability and validity of the research findings.

Effective Research will involve –

- Collection of data from primary and secondary sources
- Data Presentation
- Review historical performance

DATA SOURCES

Primary Data:-

Primary data is information that is used or obtained for the first time and has never been used before. There are a variety of primary data sources from which information can be gathered.

In this research with a SAMPLE SIZE OF 60 customer's data will be available in form of questionnaire collected in terms of different questions influencing the interest regarding HDFC bank.

- **Questionnaire :-**
  A questionnaire is a research tool featuring a series of questions used to collect useful information from respondents. I can use Google forms for questionnaire. It is just like a survey.

- **Observations:-**
  Observe users interacting with the HDFC users to identify any usability issues or pain points they may encounter.

Secondary Data:-

Secondary data is information that is already available in a ready-to-use format and has been used by people for a variety of purposes. Secondary data can come from a variety of places, including newspapers, periodicals, journals, books, reports, records, and other publicly available material.

- **Academic Journals:-**
  Search for academic papers and journals that discuss the CRM with HDFC bank. Websites like Google Scholar, IEEE Xplore, and JSTOR can be helpful.

- **Websites :-**
  I will collect a data from some websites and already available research project in internet

CHAPTER 5

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

INTRODUCTION: Above data has been collected from 60 respondents.The questions are asked to mixed group of people are:

1.   AGE OF RESPONDENCE

Sr. No	Particulars	Responses	Percentage (%)
1.	10-20 YEAR	11	18.3%
2.	20-30 YEAR	39	65%
3.	30-40 YEAR	4	6.7%
4.	40 AND ABOVE	6	10%
Total		**60**	**100%**

Age
60 responses

● 10 to 20
● 20 to 30
● 30 to 40
● 40 to above
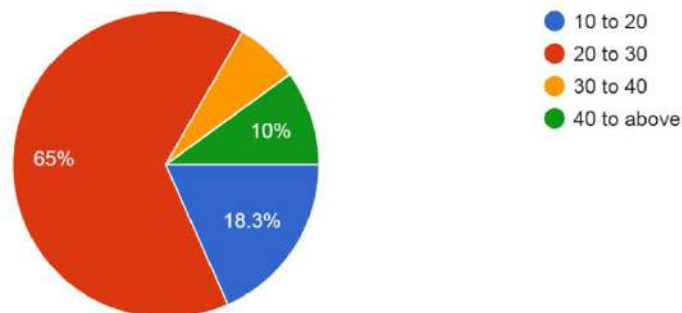
INTERPRETATION:

The survey included 18.3% young respondents aged 10-20, 65% 20-30, 6.7% 30-40, and 10% 40 and above. The majority were in their twenties and early thirties, indicating a significant demographic for the topic. However, only 6.7% of respondents were in their thirties, suggesting a possible drop in participation.

2. GENDER OF RESPONDENCE

| Sr. No	Particulars	Responses	Percentage (%)
1.	MALE	22	36.7%
2.	FEMALE	38	63.3%
Total		**60**	**100%**

General
60 responses
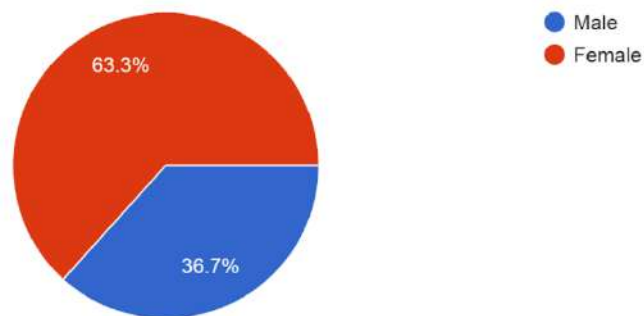
INTERPRETATION:

- Females made up a larger proportion of the respondents compared to males.
- The female respondents outnumbered the male respondents by approximately 27%.
- The survey or study might have had a higher participation rate among females compared to males.

3.   OCCUPATION OF RESPONDENCE

Sr. No	Particulars	Responses	Percentage (%)
1.	GOVERNMENT EMPLOYEE	3	5%
2.	PRIVATE EMPLOYEE	17	28.3%
3.	SELF-EMPLOYEE (PROFESSIONAL)	5	8.3%
4.	SELF-EMPLOYEE (NON-PROFESSIONAL)	3	5%
5.	UNEMPLOYED	32	53.3%
Total		**60**	**100%**

Occupation
60 responses

- Government employee
- Private employee
- Self-employee-professional
- Self-employee-non-professional
- Unemployed
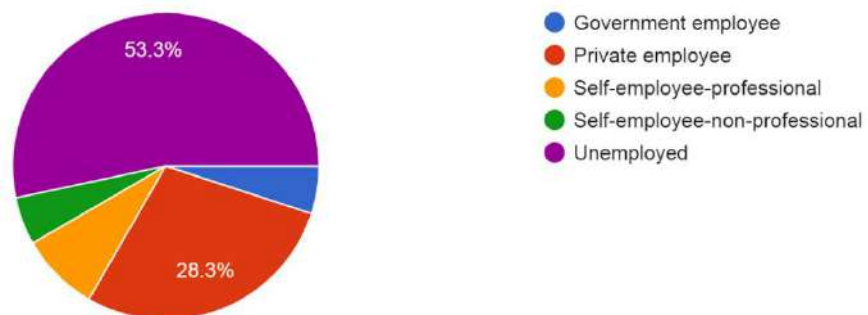
INTERPRETATION:

The survey reveals that 5% of respondents are government employees, 28.3% are private employees, 8.3% are self-employed in professional capacities, and 5% are non-professional. The majority, 53.3%, are unemployed, indicating a significant portion of the population is not currently employed.

4.   BANK SERVICE IS MORE USEFUL

Sr. No	Particulars	Responses	Percentage (%)
1.	CURRENT A/C & SAVING A/C	38	63.3%
2.	LOANS	4	6.7%
3.	FIXED DEPOSIT	8	13.3%
4.	OTHERS	10	16.7%
Total		**60**	**100%**

Which bank service did you find more useful ?
60 responses

- current a/c and saving a/c
- loans
- FD
- other
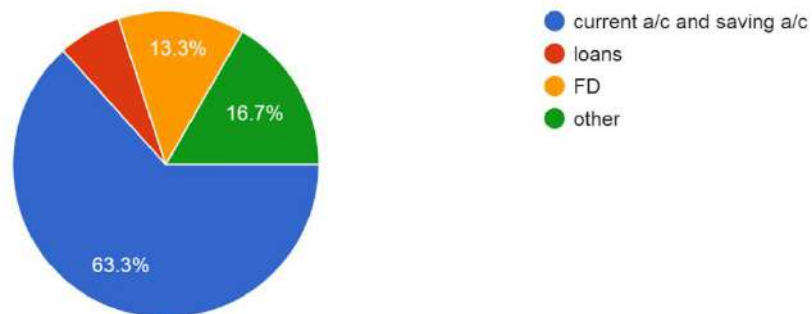
INTERPRETATION:

The most useful banking services were identified by 63.3% of respondents in a survey. Current Accounts and Savings Accounts were the most popular, used for everyday banking activities. Only 6.7% of respondents considered loans as the most valuable service. Fixed Deposits were favored by 13.3% of respondents, indicating their security and interest-generating potential. Other banking services, such as credit cards and insurance, were categorized as less useful.

5. ONLINE AND OFFLINE SERVICES IN BANK

Sr. No	Particulars	Responses	Percentage (%)
1.	ONLINE	48	80%
2.	OFFLINE	12	20%
Total		**60**	**100**

Do you prefer online or offline services of your bank ?
60 responses
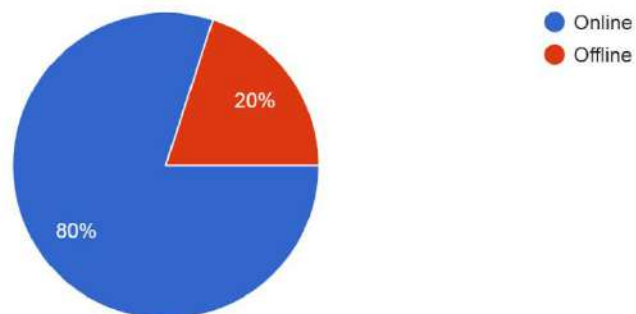
INTERPRETATION:

The bank's services, 80% online, are a significant shift towards digital banking, reflecting the growing reliance on technology and remote banking. However, 20% of its offerings are provided offline, involving in-person interactions at physical branches. This highlights the importance of maintaining a physical presence for certain banking activities and catering to customers who prefer traditional methods.

6. FACTORS INFLUENCING BANK PREFERENCE

Sr. No	Particulars	Responses	Percentage (%)
1.	CUSTOMER SERVICES	23	38.3%
2.	SERVICE CHARGE	8	13.3%
3.	INTEREST RATE	5	8.3%
4.	BANK NAME	6	10%
5.	OTHER	18	30%
Total		60	100%

Which factors influence your bank preference ?
60 responses

- Customer services
- Service Charges
- Interest rate
- Bank name
- Other
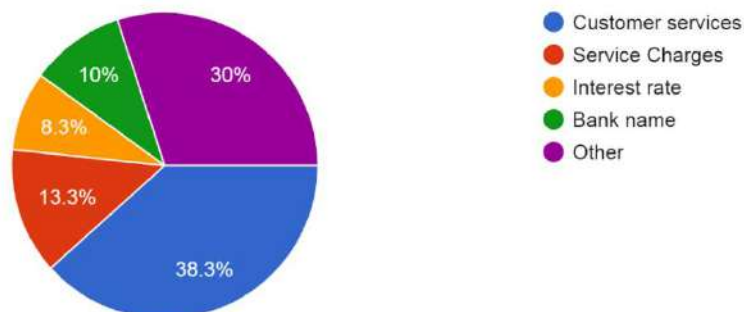
INTERPRETATION:

Customer services are the most important factor influencing bank preference, with 38.3% of respondents indicating its importance. Service charges are also significant, with 13.3% considering them. Interest rates are less significant, with 8.3% considering them. Bank name is a significant factor, with 10% valuing its reputation. Other factors include convenience, online services, ATM network, financial stability, and recommendations from friends or family. Overall, customer service, service charges, bank name, and other factors influence bank preference.

7. COMPLAINT WITH BANK

Sr. No	Particulars	Responses	Percentage (%)
1.	YES	21	35%
2.	NO	39	65%
Total		**60**	**100%**

Have you ever had any complaint with your bank?
60 responses
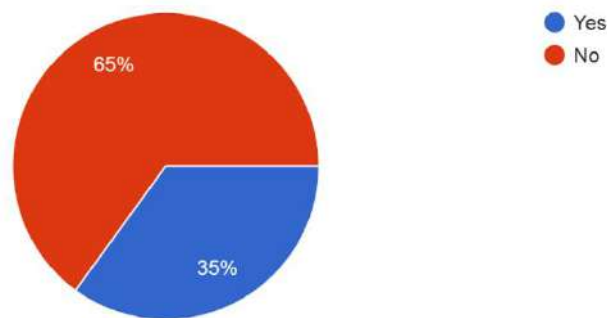
INTERPRETATION:

- The majority of respondents (65%) have not lodged a complaint with the bank, while the remaining 35% have.
- This suggests that either the level of dissatisfaction among customers might not be very high, or it could indicate that customers are less inclined to report complaints formally.
- Further investigation or analysis may be needed to understand the reasons behind the complaints or lack thereof and to address any underlying issues

8. BANK CAN PREFER IF HDFC NOT EXIST

Sr. No	Particulars	Responses	Percentage (%)
1.	BOI	16	26.7%
2.	ICIC	5	8.3%
3.	SBI	24	40%
4.	OTHER	15	25%
Total		**60**	**100%**

Which bank would you prefer if not HDFC?
60 responses
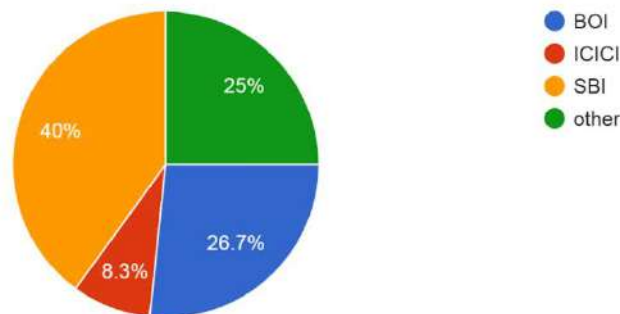
INTERPRETATION:

The Bank of India (BOI) is the preferred choice among respondents, accounting for 26.7% of the total. ICICI Bank is the least preferred, accounting for 8.3%. State Bank of India is the most popular, accounting for 40% of the total. The "Other" category, which includes responses from other banks, represents 25% of the total.

9. FREQUENTLY GO TO BANK OR VISIT BANK WEBSITE

Sr. No	Particulars	Responses	Percentage (%)
1.	REGULARLY	7	11.7%
2.	WEEKLY	9	15%
3.	MONTHLY	17	28.3%
4.	HARDLY SOMETIMES	22	36.7%
5.	NEVER	5	8.3%
Total		**60**	**100%**

How frequently do you go to your bank or visit your banks website?
60 responses
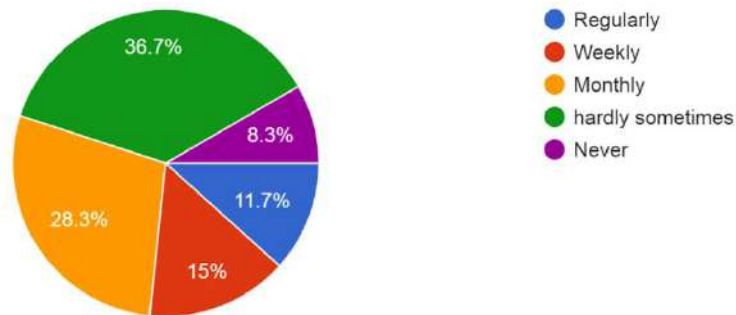
INTERPRETATION:

The majority of respondents visit a bank or its website regularly (11.7%), weekly (15%), and monthly (28.3%), indicating high engagement with banking activities. The majority (36.7%) visit infrequently or only when necessary, possibly due to specific reasons or preferring online banking. A small percentage (8.3%) never visit the bank or its website, possibly due to online services, alternative financial institutions, or limited banking needs.

10. SATISFIED WITH BANKS ONLINE SERVICES

Sr. No	Particulars	Responses	Percentage (%)
1.	VERY SATISFIED	15	25%
2.	SATISFIED	33	55%
3.	SOMEWHAT SATISFIED	9	15%
4.	SOMEWHAT UNSATISFIED	1	1.7%
5.	UNSATISFIED	2	3.3%
Total		**60**	**100%**

Are you satisfied with your banks online services?
60 responses

- Very satisfied
- Satisfied
- Somewhat satisfied
- somewhat unsatisfied
- Unsatisfied
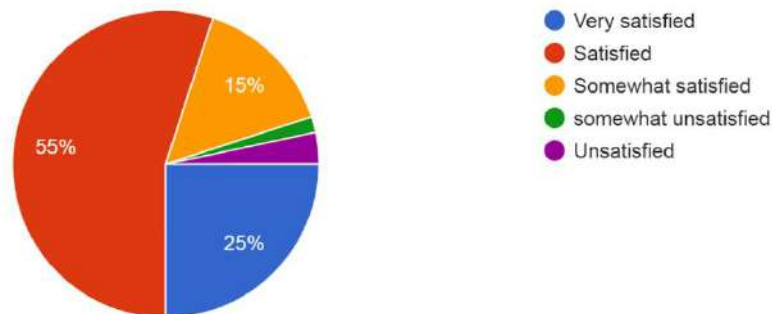
INTERPRETATION:

The survey shows that 25% of respondents are very satisfied with the bank's online services, while 55% are satisfied. 15% are somewhat satisfied, and 1.7% are somewhat unsatisfied. However, only 3.3% are unsatisfied, indicating room for improvement. The majority of respondents are generally positive about the bank's online services.

11. RECOMMENDED HDFC BANK TO OTHERS

Sr. No	Particulars	Responses	Percentage (%)
1.	VERY LIKELY	15	25%
2.	LIKELY	29	48.3%
3.	SOMEWHAT LIKELY	11	18.3%
4.	NOT LIKELY	4	6.7%
5.	NEVER	1	1.7%
Total		**60**	**100%**

On a scale of 1 to 5 how likely are you to recommended HDFC Bank to others?
60 responses

- Very likley
- likely
- Somewhat likely
- Not likley
- Never
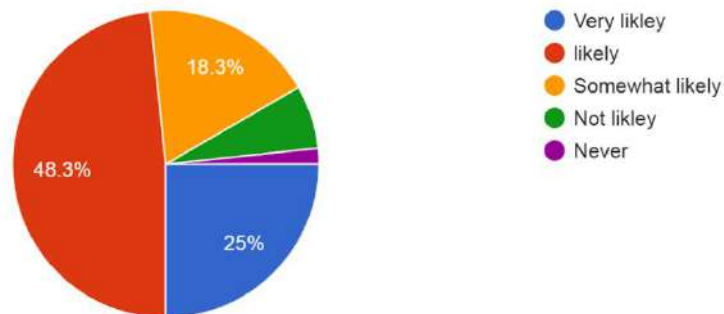
INTERPRETATION:

The survey shows that 25% of respondents are very likely to recommend HDFC Bank, 48.3% are likely, 18.3% are somewhat likely, 6.7% are not likely, and only 1.7% would never recommend the bank. These figures indicate a strong level of satisfaction and positive perception among the respondents. The remaining respondents have reservations about recommending the bank.

12. SATISFIED WITH SERVICES PROVIDED BY HDFC

Sr. No	Particulars	Responses	Percentage (%)
1.	VERY SATISFIED	25	41.7%
2.	SOMEWHAT SATISFIED	31	51.7%
3.	SOMEWHAT UNSATISFIED	2	3.3%
4.	UNSATISFIED	2	3.3%
Total		60	100%

Do you think you are satisfied with the services provided by HDFC?
60 responses
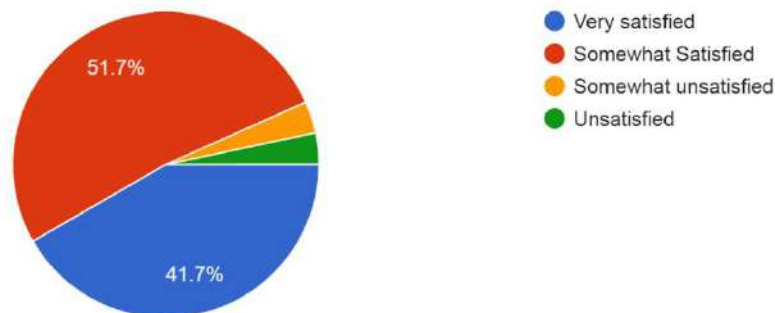
INTERPRETATION:

The survey revealed that 41.7% of respondents were very satisfied with HDFC's services, while 51.7% were somewhat satisfied, with minor issues for improvement. Only 3.3% were somewhat unsatisfied, indicating a small number of customers with concerns or dissatisfaction. The remaining 3.3% were highly dissatisfied.

13. RATE HDFC BANK IN TERMS OF ITS SERVICES

Sr. No	Particulars	Responses	Percentage (%)
1.	BEST	18	30%
2.	GOOD	29	48.3%
3.	AVERAGE	11	18.3%
4.	BAD	2	3.3%
5.	VERY BAD	nil	Nil%
Total		**60**	**100%**

How would you rate HDFC bank in terms of its services?
60 responses
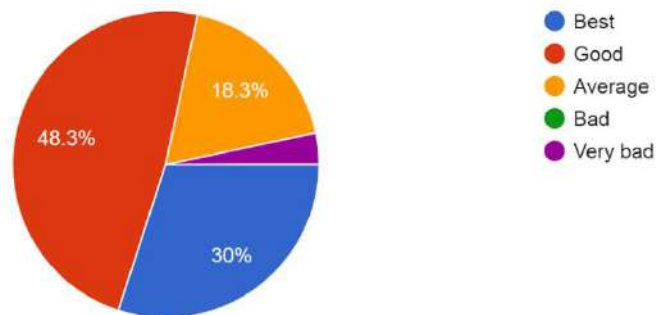
INTERPRETATION:

The survey revealed that 30% of respondents rated HDFC Bank's services as the best, 48.3% as good, 18.3% as average, and only 3.3% as bad, indicating dissatisfaction. The majority found the services satisfactory, with room for improvement. The survey also found no respondents rating the services as very bad.

HYPOTHESIS TESTING

HYPOTHESIS

Hypothesis 1: Improved implementation of customer relationship management (CRM) practices within HDFC Bank will lead to increased customer satisfaction and loyalty.

Hypothesis 2: Efficient utilization of CRM technology by HDFC Bank will result in a significant enhancement of customer engagement and retention rates.

From the above research study conducted during my research work it is found that among the above mentioned hypothesis, **Hypothesis H1** i.e. "Improved implementation of customer relationship management (CRM) practices within HDFC Bank will lead to increased customer satisfaction and loyalty." is found to be true hence accepted where as another **Hypothesis H2** i.e. "Efficient utilization of CRM technology by HDFC Bank will result in a significant enhancement of customer engagement and retention rates." is rejected.

CHAPTER 6
FINDINGS

FINDINGS

1. The majority of respondents were in their twenties and early thirties, indicating a significant demographic for the topic. There was a notable drop in participation among respondents in their thirties.

2. Female respondents outnumbered male respondents by approximately 27%, suggesting a higher participation rate among females.

3. A significant portion (53.3%) of respondents were unemployed, indicating a notable percentage of the population not currently employed.

4. Current Accounts and Savings Accounts were identified as the most useful banking services, preferred by 63.3% of respondents. Fixed Deposits were favored by 13.3% of respondents, indicating a preference for secure and interest-generating options.

5. 80% of the bank's services were provided online, reflecting a growing reliance on technology and remote banking.

6. Customer service was identified as the most important factor influencing bank preference, followed by service charges and bank reputation.

7. The majority of respondents (65%) have not lodged a complaint with the bank, suggesting either low dissatisfaction levels or reluctance to report complaints formally. Overall, satisfaction levels with the bank's online services were generally positive, with room for improvement identified.

8. The State Bank of India emerged as the most preferred choice among respondents, followed by the Bank of India. ICICI Bank was the least preferred choice.

9. A significant portion of respondents engaged with banking activities regularly, weekly, or monthly, indicating high engagement with banking services.

10. A strong level of satisfaction and positive perception was observed among respondents, particularly towards HDFC Bank, with a majority likely to recommend it.

11. A significant portion of respondents were either very satisfied or somewhat satisfied with HDFC Bank's services, with only a small percentage expressing dissatisfaction.

12. The majority rated HDFC Bank's services as good or average, with only a small percentage rating them as bad, indicating overall satisfaction with room for improvement.

CHAPTER 7
<u>CONCLUSION</u>

CONCLUSION

Based on the comprehensive analysis of the survey findings, several key insights emerge regarding the banking preferences and behaviors of the respondents. Firstly, it's evident that the majority of participants, particularly those in their twenties and early thirties, represent a significant demographic for banking institutions to target. However, there's a notable drop in participation among respondents in their thirties, which suggests a potential area for increased engagement efforts. Furthermore, the higher participation rate among female respondents indicates a need for tailored services to cater to this demographic. The prevalence of unemployment among 53.3% of respondents underscores the importance of providing accessible and inclusive banking solutions.

In terms of preferred banking services, Current Accounts and Savings Accounts are favored by a majority of respondents, reflecting a preference for secure and easily accessible options. The growing reliance on technology is evident, with 80% of banking services provided online, emphasizing the need for continued investment in digital infrastructure and user-friendly interfaces. Customer service emerged as the most critical factor influencing bank preference, highlighting the significance of providing exceptional customer support and transparent communication.

Despite the generally positive satisfaction levels with online services, the majority of respondents have not lodged complaints with their banks, suggesting either low dissatisfaction levels or a reluctance to report issues formally. The State Bank of India emerged as the most preferred choice among respondents, indicating its strong reputation and trustworthiness in the market. However, there's room for improvement identified in terms of service quality and customer experience.

Notably, HDFC Bank stands out for its high levels of satisfaction and positive perception among respondents, with a majority likely to recommend it. The majority rating its services as good or average signifies overall satisfaction, although there's still room for improvement to address any areas of dissatisfaction. In conclusion, banks should prioritize enhancing customer service, investing in digital channels, and addressing the needs and preferences of diverse demographic groups to maintain competitiveness and foster long-term customer loyalty.

CHAPTER 8

RECOMMENDATION AND SUGGESTION

RECOMMENDATION AND SUGGESTION

1. Given the significant representation of respondents in their twenties and early thirties, banks should focus their marketing efforts on this demographic segment. Understanding their specific needs and preferences can help tailor banking services and promotional campaigns to better appeal to this group.

2. With female respondents outnumbering male respondents, banks should consider offering services and features that cater to the needs and preferences of women. This could include personalized financial planning services, educational resources on financial literacy targeted towards women, and initiatives to address gender-specific financial challenges.

3. The high percentage of unemployed respondents highlights a potential area of concern. Banks could explore ways to provide support and assistance to this demographic, such as offering financial education programs, facilitating access to credit for small business ventures, or providing resources for job seekers to improve their financial management skills during periods of unemployment.

4. With 80% of the bank's services being provided online, it is clear that there is a growing reliance on technology and remote banking. Banks should continue to invest in and enhance their online banking platforms to meet the evolving needs and expectations of customers. This could involve improving user experience, expanding digital banking features, and ensuring robust cyber security measures to protect customer data and transactions.

5. Since customer service was identified as the most important factor influencing bank preference, banks should prioritize efforts to enhance customer service quality. This could involve investing in training programs for customer service representatives, streamlining complaint resolution processes, and actively seeking feedback from customers to identify areas for improvement. Additionally, managing service charges transparently and maintaining a positive bank reputation are crucial for retaining customers and attracting new ones.

6. Recognizing the preference for certain banks, such as the State Bank of India and HDFC Bank, banks should analyze the factors contributing to their popularity and seek to emulate successful strategies. Additionally, addressing dissatisfaction among respondents who have not lodged complaints with the bank is essential. Proactively reaching out to customers to address their concerns, soliciting feedback, and implementing improvements can help enhance overall satisfaction levels and loyalty.

7. Since a significant portion of respondents engage with banking activities regularly, banks should capitalize on this by offering personalized services, rewards programs, and incentives to encourage continued engagement. This could foster stronger customer relationships and increase loyalty over time.

8. Finally, banks should adopt a culture of continuous improvement and innovation to stay competitive in the rapidly evolving banking landscape. Regularly evaluating customer feedback, monitoring industry trends, and investing in technology-driven solutions can help banks remain agile and responsive to changing customer needs and preferences.

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CHAPTER 8

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ANNEXTURE

ANNEXTURE

1. Name

2. Age
    i.   10-20 year
    ii.   20-30 year
    iii. 30-40 year
    iv.   40 and above

3. Gender
    i.   male
    ii.   female

4. Occupation
    i.   Government employee
    ii.   Private employee
    iii. Self-employee(professional)
    iv.   Self-employee(non-professional)
    v.   Unemployed

5. Which bank service did you find more useful ?
    i.   current a/c and saving a/c
    ii.   loans
    iii. FD
    iv.   other

6. Do you prefer online or offline services of your bank ?
    i.   Online
    ii.   Offline

7. Which factors influence your bank preference ?

     i.   Customer services

    ii.   Service Charges

   iii.   Interest rate

   iv.   Bank name

    v.   Other

8. Have you ever had any complaint with your bank?

     i.   Yes

    ii.   No

9. Which bank would you prefer if not HDFC?

     i.   BOI

    ii.   ICICI

   iii.   SBI

   iv.   other

10. How frequently do you go to your bank or visit your banks website?

     i.   Regularly

    ii.   Weekly

   iii.   Monthly

   iv.   hardly sometimes

    v.   Never

11. Are you satisfied with your banks online services?

     i.   Very satisfied

    ii.   Satisfied

   iii.   Somewhat satisfied

   iv.   somewhat unsatisfied

    v.   Unsatisfied

12. On a scale of 1 to 5 how likely are you to recommended HDFC Bank to others?

    i.   Very likley

    ii.   likely

    iii.   Somewhat likely

    iv.   Not likley

    v.   Never

13. Do you think you are satisfied with the services provided by HDFC?

    i.   Very satisfied

    ii.   Somewhat Satisfied

    iii.   Somewhat unsatisfied

    iv.   Unsatisfied

14. How would you rate HDFC bank in terms of its services?

    i.   Best

    ii.   Good

    iii.   Average

    iv.   Bad

    v.   Very bad