

gradual pace. In the first phase, IT is suggested to launch the task in two basic areas: firstly, to improve the products by targeting on customers. Secondly, service needs to be improved. The bank has many core business systems and customer data is spread everywhere in these systems. Before providing different services, first of all the bank needs to integrate various customer data sub-systems, to form a unified customer data system and then the foundation of CRM.

Days have gone where banks were engaged in traditional banking of accepting deposits and lending loan. Today, banks provide hundreds of ways for the convenience of customer. There were days where banks were product-centered where, the primary motive of the banks was to sell more and more products. Today, the entire bank provides same services and innovative service today. The important aspect is to identify the bank's long living customer and retaining the customers.

### **Case study on:**

### **The CRM road map @ Industrial Credit and Investment Corporation of India**

CRM, at ICICI, is viewed as a discipline as well as a set of discrete software technologies, which will focus on automating and improving the business processes associated with the customer – face-to-face, call centre, ATM, web, telephone, kiosk, bank branch, sales associates, etc – so as to allow ICICI to carry out cradle-to-grave customer management more efficiently. It should allow ICICI to engage in one-to-one marketing by tracking complete customer life-cycle history. To begin with it will automate process-flow tracking in the product sales process, and be able to generate customized reports and promote cross-selling. It will also enable efficient campaign management by providing a software interface for definition, tracking, execution, and analysis of campaigns.

From an architecture perspective, the enterprise-wide CRM solution should seamlessly integrate non-transactional related customer information housed in the front-office with the transactional information housed in the back office.

As part of plans, it is implementing various projects to establish world class CRM practices, which would provide an integrated view of its customers to everyone in the organisation. CRM at ICICI involves increased communication between the virtual universal bank and its customers and prospects, as well as within the group itself. The underlying idea is to enhance every instance of contact with the customer. ICICI believes that a true customer centric relationship can only be accomplished by considering the unique perspectives of every single customer of the organisation. Hence the pressing need to put in place a technology enabled CRM solution.

### **THE CRM Business Cycle**

#### **Understand and differentiate**

Organisation's cannot have a relationship with the customer unless they understand them... what they value, what types of services are important to them, how and when they like to interact, and what they want to buy. True understanding is based on a combination of detailed analysis and interaction. ICICI group's customers need to see that the company is differentiating service and communication based on both what they have learned independently and on what the customer has told them.