

# Adaptation of CRM Software in the Systematically Important Commercial Banks in Sri Lanka and its Relationship with Customer Satisfaction

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Nadeera Sri-Nammuni

Department of Computer Science and Engineering

University of Moratuwa

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# **Adaptation of CRM Software in the Systematically Important Commercial Banks in Sri Lanka and its Relationship with Customer Satisfaction**

By

**Nadeera Sri-Nammuni**

Supervised by



University of Moratuwa, Sri Lanka.  
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Dr. Kennedy Gunawardane  
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The Dissertation was submitted to the Department of Computer Science and Engineering of the University of Moratuwa in partial fulfillment of the requirement for the Degree of Master of Business Administration.

Department of Computer Science and Engineering

University of Moratuwa

December 2007



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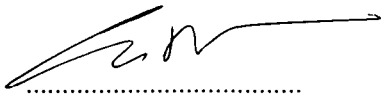
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## ABSTRACT

Customer Relationship Management (CRM) is a strategy used to learn more about a customer's needs and behaviors in order to develop stronger relationships with them. Good customer relationships are at the heart of business success. There are many technological components to CRM, but thinking about CRM in primarily technological terms is a mistake. The researcher focuses on the technological aspect of the CRM throughout this study and poses the question "What is the effect of CRM Technology implemented at Systematically Important Commercial Banks on Customer perceived CRM and Customer Satisfaction?"

This research has reviewed how CRM software has been used in the commercial banking industry in the world; and identifies the "Essential elements of a successful CRM solution" for the commercial banking industry.

A qualitative and quantitative investigation has been carried out through a semi structured interview to collect details related to how the CRM process is handled in the eight major licensed commercial banks in Sri Lanka. These are identified as the Systematically Important Banks by the Central Bank of Ceylon, and includes the Hongkong & Shanghai Banking Corporation (HSBC), Standard Chartered Bank, Sampath Bank, Commercial Bank, Hatton National Bank, Seylan Bank, People's Bank and Bank of Ceylon. The research has analyzed as to what extent the above identified "Essential elements of a successful CRM solution" have been used in these banks.

A survey was conducted among the customers of the above banks to investigate the customer perceived CRM and customer satisfaction. The findings from the research emphasizes a positive relationship between the CRM technology (software) implemented at the banks and the customer perceived CRM, as well as a positive relationship between the level of customer perceived CRM and customer satisfaction.

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## ABBREVIATIONS

ATM	-	Automated Teller Machine
ICT	-	Information and Communication Technology
ERP	-	Enterprise Resource Planning
CRM	-	Customer Relationship Management
CDW	-	Customer Data Warehouse
EAI	-	Enterprise Application Integrations
XML	-	Extensible Mark-up Language
B2B	-	Business-to-Business
eCRM	-	Electronic Customer Relationship Management
SFA	-	Sales Force Automation
PIMS	-	Personal Information Management System
SAP	-	Systems, Applications, Products in Data Processing (IT solutions vendor)
LCB	-	Licensed Commercial Banks
SIB	-	Systematically Important Banks
EFTPOS	-	Electronic Fund Transfer Facilities at the Point of Sale
OLAP	-	On-Line Analytical Processing



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