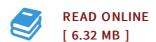




# Customer Relationship Management

By Sarika Sharma

LAP Lambert Academic Publishing Nov 2012, 2012. Taschenbuch. Book Condition: Neu. 220x150x15 mm. Neuware - Technological improvements are responsible for majority of innovations in banking over past few decades. It started with introduction of personal computers and came a long way with computerized banking, Internet banking, ATMs, and CRM as the latest buzz. Customer Relationship Management Systems are adopted by the banks in order to achieve the success in the business and also business strategies can be formulated based on the predictions given by the intelligent data mining tools. CRM systems are implemented by banks to gain competitive edge over their competitors. Also, business strategies can be formulated based on the predictions given by the intelligent data mining tools. The book intends to present the CRM implementation with data mining, methods of implementation, success factors for the same and impact of data quality on data mining and CRM. A case study of Indian banks is also presented. 252 pp. Englisch.



#### Reviews

This is the finest book i have got study till now. It usually does not price a lot of. I found out this publication from my i and dad encouraged this book to understand.

#### -- Jamil Collins

Absolutely among the best book I have possibly go through. I have go through and that i am certain that i am going to gonna read through once again again in the future. I am just delighted to tell you that this is basically the finest book i have got go through within my personal existence and could be he finest book for ever.

-- Brian Bauch

## You May Also Like



#### Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers who are new to computer programming. Although...



#### Superhero Max- Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Superhero Max- Read it Yourself with Ladybird: Level 2, Superhero Max - Max is an ordinary boy, but he is also Swooperman, a superhero! When the baddies take his swoop boots, can he...



#### Peter Rabbit: Treehouse Rescue - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Peter Rabbit: Treehouse Rescue - Read it Yourself with Ladybird: Level 2, This is based on the new Peter Rabbit animated TV series. Peter and Lily need to escape MrTod, but will...



#### Peppa Pig: School Bus Trip - Read it Yourself with Ladybird

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Peppa Pig: School Bus Trip - Read it Yourself with Ladybird, Peppa and her friends are going on a school bus trip. What adventures will they have when they visit the mountains? It...



#### The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, The Tale of Jemima Puddle-Duck - Read it Yourself with Ladybird: Level 2, This is a gentle adaptation of the classic tale by Beatrix Potter. Jemima Puddle-Duck wants to lay and hatch her...



### Dom's Dragon - Read it Yourself with Ladybird: Level 2

Penguin Books Ltd. Paperback. Book Condition: new. BRAND NEW, Dom's Dragon - Read it Yourself with Ladybird: Level 2, Mandy Ross, One day, Dom finds a little red egg and soon he is the owner of a friendly dragon called Glow! But...