Objectives of the Study:

1. To identify the Customer Relationship Management (CRM) practices in Banking sector in Pune city.
2. To study the advantage of Customer Relationship Management in SBI Bank, CBI, ICICI Bank, HDFC Bank in Pune city.
3. To study the level of awareness about the CRM Strategy amongst banks in Pune city.
4. Customer relationship through the following CRM components:
   a) Customer Retention
   b) Customer value and CRM performance
   c) Customer loyalty
   d) Customer communication channel

Research problem:

Following research questions were considered to gain in sight of the problems:

- What is the status of CRM in banking sector in Pune city?
- What is the level of CRM awareness amongst in banking sector in Pune city?
- How do the banking sectors of Pune city manage service failures?