



# Customer Relationship Marketing And Its Impact On Customer Satisfaction

By Martin Ujakpa

LAP Lambert Academic Publishing Dez 2015, 2015. Taschenbuch. Book Condition: Neu. 220x150x4 mm. This item is printed on demand - Print on Demand Neuware - In this book, Customer Relationship Marketing (CRM) Practices in commercial banks are examined. The variables relationships were established through case study research design using Energy Bank Ghana Limited. The findings in this book show that each variable was found to be effective in determining customers' relationship marketing. The most widely adopted CRM practice in commercial banks was conflict handling followed by Reliability, Communication, Service quality, Empathy, Trust, Customer relations, Commitment, Staff Competence. Responsiveness is the least adopted practice. In this book the impact of customer relationship marketing on customer satisfaction was also investigated. Analysis revealed that, the strength of the general effect of staff commitment on customer satisfaction justified by the chi square test was positive and of high association. The book is highly recommended to Commercial banks, policy makers, stakeholders and academia. 60 pp. Englisch.



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