



The impact of Customer Relationship Management in Commercial Banking

The Consultancy Case of Banco Santander Totta on two Commercial Innovation Projects

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Abstract

Thesis Title: The impact of Customer Relationship Management (CRM) in Commercial Banking

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To face the current financial crisis companies are allocating their resources on managing customer relationships in order to efficiently maximize profitability. In the financial industry, managers are aware of the current situation where customers easily leave from one bank to another and acknowledge Customer Relationship Management (CRM) as an opportunity to develop actual relationships with their customers.

The purpose of this dissertation is to investigate advantages and disadvantages of CRM programs, the impact of these programs in banking and present two real projects at Santander-Totta concerning the bank-customers relation. I will briefly present a certification by distance project and mostly focus my analysis on the unification between customers and the bank.

The results revealed that the advantages for banks to engage in these type of programs are really significant, expressed not only in a quantitative way but also in a qualitative way.

We can have a concrete and real example with the projects we developed with Santander-Totta, which through technology and innovation will be able to have a closer relationship between managers and customers, reducing some inefficiency in the commercial department and increasing the overall manager productivity and profitability of the bank.

This research contributes both to academic research but also for industry practices through the empirical findings of the two real projects and all the deep analysis done to conduct this dissertation.