

Assesing Customer Relationship Management Practice in the Case of Wegagen Bank of Ethiopia

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Abstract : The objective of this study is to examine the practice of CRM application in Wegagen bank. A quantitative approach was used with a descriptive design. Both primary and secondary sources were used to gather data's based on the six dimensions of CRM (customer acquisition, customer response, customer knowledge, customer information system, customer value evaluation and customer information process). The study investigates customers' and employees' perceptions of CRM practices of selected Wegagen banks in Addis Ababa. The study data was collected with a Sample size of 109 with purposive sampling from tier 1 branches(Teklhaymanot branch, Beklobetbranch, Gofa branch, Bolebranch, and Meskel Square branch) of Wegagen bank. The study shows the practice of CRM application in Wegagen Bank is at the average level, with the practice of application of the customer knowledge dimension being the highest in achievement while the customer information process practices are insufficient; therefore, it suggested that Wegagen Bank should keep working more on the customer knowledge and on the customer information process the bank should have a system that can make easier for the customers to do a business with the bank by using updated technologies that can make all processes easier also the bank should use computer system for recording the customers' requests and service rendered in order to bit the stiff competition and achieve its goals.

Keywords : CRM, customer acquisition, customer response customer, knowledge, customer information system, customer value evaluation, customer information process

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