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CORPORATIVE UNION Vs. MICROFINANCE

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ABSTRACT

HSHARY Trading PIC, one of the leading medical equipment suppliers, faced a drop in sales. While evaluating the sales performance, the management came to understand that the major factor that contributed to the drop in sales is its inability to sell with credit and the availability of adequate financial service needed to finance its customers. In an attempt to solve its customer-financing problem and boost sales, the management of the company considered to establish a financial institute and entered into a dilemma of what kind of financial institution to establish

TRENDS IN PERFORMANCE OF INDIAN BANKS OVERSEAS - ANALYSIS ON SELECT INDIAN BANKS

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ABSTRACT

While banking sector has been competing across the world towards global development, the Indian banks too have been playing a vital role globally. The Indian banking industry is exposed to large scale domestic and international competition to achieve economic growth. The trends in performance of select Indian public & private sector banks overseas with that of all Indian banks overseas is reviewed in terms of deposits, loans and advances, total business, investments, borrowings etc., with the aid of growth rates.

AN EVALUATION OF CRM PRACTICES OF PROFESSIONAL COURIER SERVICE

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COIMBATORE

ABSTRACT

Business environment is today much more complex, competitive and turbulent. As the intense competition becomes a way of doing business, it is the customer who calls the shot in deciding the nature of products and services offered in the market. Customer Relationship Management (CRM) is therefore far more important today than in the just by gone era when the supplier was the king and the customer was at the mercy of suppliers. Customer Relationship Management (CRM) is being increasingly used to identify, attract and retain most valuable customers that help businesses to sustain profitable growth. For the period of data were collected during April- June 2020. The present study has been undertaken to evaluate the CRM practices of the Professional Couriers. The study revealed that the regular, high value customers are very much satisfied with the CRM practices and among others, the awareness about the existence of such innovative elements in the service mix is low or lacking. It is concluded that sensitizing the customers and also the prospective customers about the enriched services profile will go to a long way in not only in retaining the loyal customer base and also in widening it.

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