

# Electronic Customer Relationship Management

In an era where technology and customer expectations are evolving at an unprecedented pace, the traditional approaches to customer relationship management (CRM) are being fundamentally transformed. The advent of electronic customer relationship management (E-CRM) represents a pivotal shift in this domain, driven by the rapid expansion of internet-based technologies and digital tools. This book seeks to explore how E-CRM is reshaping the landscape of customer management, particularly within the highly competitive banking sector. It provides a comprehensive analysis of how E-CRM impacts customer loyalty in the banking industry, which is uniquely positioned in this context, as it is both a critical service provider and a sector characterized by fierce competition and heightened customer expectations. Leveraging the Stimulus-Organism-Response (S-O-R) model, it dissects the complex interplay between E-CRM systems, customer experience, satisfaction, and loyalty.



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## Impact on Customer Loyalty in the Banking Industry



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