

## عنوان مقاله:

The Study of B2C Model's CSFs by e-CRM System Implementation for Retention of Customers in Iranian Banks

## محل انتشار:

دومین همایش ملی بانکداری الکترونیک و نظام های پرداخت (سال: 1391)

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## خلاصه مقاله:

These days, we face with lots of banks and financial service providers with different kind of services. All these banks and financial institutes should insist deeply on customer retention as essential and vital element to gain competitive advantage in this competitive technological and communications world by offering upper hand service with respect to the existing demand for services in the Iranian banks and financial institutes, hence these determinants cause the need for studying critical success factors and determinants of electronic Customer Relationship Management (e-CRM), and Customer Retention (CR) in order to achieve customer satisfaction in the Iranian private banks and financial institutions. The main objective of this research is to find the relationship among impressive e-banking factors and retained customers' behavioral factors from the banks clients' and managers' point of view in order to conduct these banks and financial institutes towards enhancing retention of customers. With this Approach, the findings and results of this study reveal one appropriate B2C model in the Iranian banks by implementation of e-CRM system. This study conducts the senior managers of these Iranian banks and financial institutes to implement the consistent e-banking system which can be adaptable with customers' desideration and behavioral changes to retain more customers in economical and competitive environmental conditions

## کلمات کلیدی:

Bank, B2C Model, e-CRM, Customer Retention, E-Banking

## لینک ثابت مقاله در پایگاه سیویلیکا:

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