



**ABSTRACT**

Title: CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES OF CHINA BANK BRANCHES IN CAVITE

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Summary:

Due to tough competition specially in the financial industry, banks embraced a customer-centric strategies among businesses invading the holistic approach of Customer Relationship Management. This research seeks to assess the CRM practices of China Bank Branches in the province of Cavite. The study examined the precedence relationship, among others, the significant differences of CRM practices when grouped according to four branches of CBC in Cavite, the effects of CRM practices on profitability, and the significant relationship between profitability and effectiveness of CRM. Survey questionnaire was used as a method of data collection. The respondents are the customers or depositors of China Bank branches in Cavite. The statistical treatment used in this research is percentage



distribution, mean, standard deviation, Analysis of Variance or ANOVA, and Pearson's correlation.

Findings showed that CRM practices have been highly effective in the four branches of CBC. Among the three variables given, customer advocacy is the most effective. CRM practices are positively correlated with profitability.

The researcher concludes that CRM practices are effective in the four branches of CBC. The variables given are the output of effective CRM practices and thus will lead to profit. It can also be concluded that most of the clients of CBC came from referrals since customer advocacy got the highest rank among the variables mentioned.

The researcher recommends that CBC branches continue to shed their employees with further trainings or seminars regarding CRM practices to be able to continue what has been done for the loyal clients of the bank.

Give more focus on customer commitment. Applying the concept of "One Stop Shop" must also be considered so that clients will no longer go the other banks to seek for other products or services that the bank doesn't have.

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