



**Performances of Customer Relationship Management and
Business Performance in
Sri Lankan Financial institutes**

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ABSTRACT

Financial institutes play a significant role towards the economic development in the country. As well as, currently competition is high in the financial sector. Since the competition is high all institutes are trying to provide a superior service for the customers. Hence, financial institutes are practicing customer relationship management as a marketing tool. Therefore, in this particular research researcher aimed to find out the relationship between CRM performance and business performance, existing situation of CRM performance and further relative contribution of each factors in CRM performance towards the business performance in Sri Lankan Financial institutes. This study consisted of 20 financial institutes as a sample and 100 questionnaires were administered to collect primary data. Both descriptive and inferential statistical techniques were used to achieve research objectives. In this particular research results demonstrate that, there is strong, positive relationship between performance of customer relationship management and business performance. Furthermore, Incorporating CRM-based Technology was highly contribute towards the business performance and focusing on key customers and managing knowledge were least contribution for the business performance. Recommendations were provided based on the findings and results.