



Certificate

International Multidisciplinary Recognized Research Journal
ISSN 2231-5063

Impact Factor 3.4052 (UIF)
RNI: MAHMUL 2011/38887

Golden Research Thoughts

This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of Dr. /Shri. /Smt.: **N. Rajendhiran and M. Maruthamuthu** Topic:- **A Study About Satisfaction Level Of Customer Relationship Management In Chennai Central Co-operative Bank** College:- **Dean of Arts and Professor-cum-Director, Periyar Institute of Management Studies Periyar University, Salem** The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed. Your Article is Published in The Month of **January** Year 2015



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International Recognition Multidisciplinary Research Journal
ISSN 2231-5063

DOI Prefix : 10.9780
Journal DOI : 10.9780/22315063

Impact Factor : 3.4052 (UIF)

ORIGINAL ARTICLE	Your Article QR Code
Received : 15 th Dec .2014,	Published: 1 st Jan.2015
<p>Vol : IV, Issue : XII, January - 2015 A STUDY ABOUT SATISFACTION LEVEL OF CUSTOMER RELATIONSHIP MANAGEMENT IN CHENNAI CENTRAL CO-OPERATIVE BANK</p>	
	
 <p>See your article on Mobile</p>	

How to Write Articles-

Here are a few basic steps to take to craft an interesting, informative article.

Method 1 of 3: Come Up With An Idea

1. Get to know your audience. Decide who you need to write for before proceeding with planning or writing an article. Identify the needs of your readership. What do your readers need to know? How does your own knowledge match up against the information they need? This will be the easiest way for you to find a topic to write about
2. Be unique. If you are writing an article about something that other people are also writing about, try to be unique in how you approach the material
3. Be passionate. You should care about the topic you choose to write about. Your enthusiasm will show in your writing and it will be much more engaging for your readers

Method 2 of 3: Research Your Idea

1. Learn the basics. Get the general explanation of whatever you are trying to write about. This will give you a basic framework for what to look for as you research.
2. Find reliable sources. Now that you know what to look for, research your topic. You can use the internet, a library, conduct interviews, watch documentaries, or whatever you feel is appropriate to teach you everything you need to know about your topic. Be an expert!
3. Get different types of material. During your research, look for material that isn't text. This can be used or altered to add to your article.

Method 3 of 3: Write Your Article

1. Decide your length. Does this article have a word count? Do you need to fill a certain number of pages? Consider what type of content you're writing about and how much space that can fill, as well as how much needs to be written in order to cover the topic adequately, before proceeding with writing your article.
2. Outline your article. Before you begin formal writing, you will want to outline your article.
3. Edit your work. Before you submit your work, you will want to do some editing and revision. If time allows, wait for a day or two before editing
4. Respect the rights of other writers. If you are using information from an external source, be sure to cite the source at the bottom of the article.
5. Submit your work. When you've finished, submit your work in the appropriate manner.

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Article Review Report

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Happy Writing...

Happy Writing...

ABSTRACT:

-The thought of CRM is that it facilitates businesses utilize technology and human resources expand near into the deeds of customers and the value of those customers. At Present, Co-operative banking sector in Tamilnadu, India has incorporated various features related to CRM into their banking operations.

Abstract Report: The Title Accurately Said The Study was About.

INTRODUCTION:

The Indian banking sector is offering various services to strengthen the economy. Touching on the potential importance of customer's relationship management helps to keep customers and building right relationship with them to render satisfaction. The relationship between CRM and customer's satisfaction has shown its role and importance in service marketing.

Introduction Report: This Article Include Full Introduction, Methods, Results & Introduction Section.

METHODS & MATERIALS:

The assessment tools were accordingly validated with appropriate reliability analysis embracing the calculated value of Cronbach's alpha as illustrate in the above table, where it can be eminently that the alpha value for all the components taken up in the survey instrument is originate to be beyond the recommended value of 0.70 (Nunnally, 1967).

Methods & Materials Report: Tables/Boxes/Diagram & Images are Used to Explain Specific Points or Background Information. Figures That The Plotted Parameters are Clearly Mentioned.

RESULT:

Must add result in your article.

Result Report: Results are as per aims and objective and useful to further research .

DISCUSSION:

The kind of association that exist between the customers age groups and their satisfaction level of CRM in the bank service was defined in the hypothesis-1 taken up and its results are shown in table-1 as an outcome of Chi-Square analysis and corresponding cross tabulation. From the results shown, it can be inferred that the Chi-square value of 29.914 with 8 degrees of freedom has been found to be highly significant at the 1 percent level.

Discussion Report: The Text is Rounded off with a Conclusion that Discusses the Implication of The Findings & Ideas Discussed & Their Impact on Future Research Direction.

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Reference Report: There are Places where the Author N. Rajendhiran and M. Maruthamuthu Need to Cite a Reference, but Have Not

RECOMMENDATIONS:

Abstract Report: Introduce New Regular For Content & Communication.

SUMMARY OF ARTICLE:

	Very	High	Average	Low	Very Low
1. Interest of the topic to the readers		✓			
2. Originally & Novelty of the ideas	✓				
3. Importance of the proposed ideas	✓				
4. Timelines		✓			
5. Sufficient information to support the assertions made & conclusion drawn					
6. Quality of writing(Organization, Clarity, Accuracy Grammer)	✓				
7. References & Citation(Up-to-date, Appropriate Sufficient)			✓		

This Article is Innovative & Original, No Plagiarism Detected

Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC



Future Research Planning :

- Career For Faculty (<http://academicprofile.org/Professor/CareerForFaculty.aspx>)
- Academic Plan (<http://academicprofile.org/Professor/AcademicPlan.aspx>)
- Regarding Professor Promotion (<http://academicprofile.org/Professor/regardingPromotion.aspx>)
- Fellowship for Post Doctoral (<http://academicprofile.org/Professor/FellowshipForPD.aspx>)
- Online Course on Research (<http://onlineresearch.in/Default.aspx>)