# Customer Relationship Management And Its Effect On The Performance Of Banking Industry

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***Abstract***

The study investigated the effect of Customer Relationship Management (CRM) on the Performance of Banking Industry in Nigeria. The study used primary data from purposively selected banks in Ekiti State University with the aid of structured questionnaire. The research instruments was randomly administered to selected sample of 208 respondents comprising bank staffs and customers. Descriptive statistics was employed to analyze the collected data and estimated with frequencies count and simple percentage techniques. The results revealed that 56.1% of the respondents admitted that the level of CRM in their respective banks can boost their performance while 31.6% of the respondents were not sure of it boosting their performance while 12.4% were of the opinion that never did they think the present level of their bank's CRM can boost their performance. The implication of this result is that there is a significant positive relationship between customer relationship management (CRM) and bank performance. The adoption of Customer Relationship Management has a significant impact on Bank performance. The initial challenges associated with CRM is the failure of the adoption of modern technologies which has long been overcome by virtually all the Nigerian banks as they now run all their banking activities electronically. It was concluded that there is a direct relationship between customer relationship management and banks profitability as well as increase in customer patronage. Banks should therefore adapt CRM meticulously so as to increase profitability and be able to stand to excel in the existing competitive banking industry.

**Keywords:** Customer Relationship Management, Performance, Banking, Nigeria