

PROSPECTS FOR INCREASING THE EFFECTIVENESS OF THE BANK'S MARKETING STRATEGY: STAGES OF IMPLEMENTING A CRM STRATEGY.

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ABSTRACT

One of the important directions of reforming the banking system, in our opinion, is the organization of the relationship of commercial banks with clients on the principle of "bank for a client, not a client for a bank" with an increase in the quality and culture of banking services, in which the marketing system plays an important role. This article is devoted to the study of the essence of the CRM strategy, the importance and the stages of its implementation in banks. The article lists all the stages of the development of the CRM strategy of the bank and suggests actions that are recommended to be applied at each stage

KEYWORDS: *Customer Relationship Marketing, Banking, Strategy Development Process, Customer Focus, Customer Database, Segmentation.*

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