# APPENDIX 4

## SURVEY INTERVIEW
## HEAD OF TECHNOLOGY DEPARTMENT

Name of the Bank: _____

Zone/Branch location and Address:

_____

_____

Name and title of the person completing this questionnaire:

_____

_____

1. Please explain the technology infrastructure of this bank. Items of interest are as follows:

   - Advantages of using a LAN
   - Reasons for Centralized/ Distributed Database system
   - Database software and business advantages
   - Channels
   - Location of Central Server
   - Disaster Management and Backups
   - Security measures for critical and sensitive data

2. Which are the specific CRM applications in your bank? How are they used to calibrate processes to drive customer satisfaction? How has their use changed in 2005 or earlier the number of new customers/ per category/ per application of the bank? Provide data if possible.

3. What are the different ways in which technology supports CRM applications? Please state the kind of technology and its purpose.

4. What % of your Information Technology department's time is focused currently on managing CRM applications?

335

5. State reasons for implementing core banking. What is the % increase in customers after implementing core banking? What parameters have been used to measure the increase in the number of customers? Please provide details.

6. Does your bank have an informational website? Please provide its URL. Where is the website hosted? (In-house or at a provider).

7. What is the main reason for using / not using Internet? What kind of data is collected from the website? How is that data used for customer acquisition. Please provide details.

8. What kind of E-banking / Internet products are offered? Please indicate whether they are transactional (names and total % of fund transfer between different accounts) or non-transactional? (names and total % of for e.g. Statement review, Inter-account transfers, Electronic bill payments, Telephone or PC banking, Online credit applications / approvals, Online electronic fund transfers, Stock trading etc). State reasons for offering the products.

9. Which CRM applications require the use of Internet or other "open access" networks such as wireless?

10. Does your bank have Intranet or Extranet? Why? State advantages and disadvantages from employee as well as customer point of view. (To identify parameters)

11. What are the main 3 ways in which technology will improve the effectiveness of customer acquisition in the next five years?

12. Which are the new technologies you plan to offer your customers in the next year and hence facilitate CRM activities? How will it replace existing systems?

13. What is the organizational satisfaction level with technology use in implementing CRM? State the kind of technology and its % satisfaction level.

14. What are the pitfalls in integrating technology in CRM initiative?

<center>********I THANK YOU FOR YOUR TIME*********</center>