

LIST OF FIGURES

<u>Figure No</u>	<u>Title</u>	<u>Page No</u>
Figure 1.1	Market Maturity	9
Figure 1.2	Revenue Profit Misalignment	10
Figure 1.3	The Learning Relationship Process	14
Figure 1.4	Affordable Technology Advances	19
Figure 1.5	Stages of Retention in the Customer Life Cycle	34
Figure 1.6	Information Platform for CRM	39
Figure 2.1	Banking structure in India	62
Figure 5.1	Focus of the study	204
Figure 5.2	Determining the role of technology in improving the repertoire of knowledge regarding customer satisfaction	205
Figure 5.3	Determining role of technology in enhancing customer satisfaction and hence driving retention initiatives	243
Figure 5.4	Technology for customer acquisition	277
Figure 5.5	Technology and employee job satisfaction	283