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CUSTOMER RELATIONSHIP MANAGEMENT IN NIGERIAN BANKS DATA ANALYTICS

One of the most crucial challenge that Nigeria banks have to face is in the jurisdiction of customers' satisfaction. Customers' satisfaction has become one most important factors of success in today's banking industry in Nigeria.. Qualitative research was used to identify customer satisfaction through customer management system information publish annually.

INTRODUCTION

Today in Nigeria, Customer Relationship Management still remains the synthesis of many existing principles from relationship marketing and the broader issue of customer-focused management. CRM systems provide the infrastructure that facilitates long-term relationship building with customers. Some examples of the functionality of CRM systems are sales force automation, data warehousing, data mining, decision support, and reporting tools. The purpose of this study is to explore the domain of the Big Data problem; particularly, to create a framework that helps to obtain actionable information to foster better Customer Relationship Management in Nigeria Banks using big data analytics approach. Since the data, technologies and methods are chosen; a testing scenario is created and deployed over this data. Finally, the achieved results will be discussed and some recommendations will be provided.

I. RESEARCH METHODOLOGY AND TOOLS

The following techniques were adopted for this research: Association rule learning, Classification tree analysis, Genetic algorithms, Machine learning, Regression analysis, Sentiment analysis, Social network analysis. There are various tools that can be used for data analytics in data science ranging from WEKA, SPSS, MATLAB, R, and Python. This research will consider using WEKA as data analytics tool.

At a basic level, regression analysis involves manipulating some independent variable (i.e. background music) to see how it influences a dependent variable (i.e. time spent in store). It describes how the value of a dependent variable changes when the independent variable is varied. It works best with continuous quantitative data like weight, speed or age. Regression analysis is being used to determine how to predict levels at which the customer satisfaction affects the gross income of the bank. In this research we adopted linear regression techniques. Logistic regression focuses on estimating the probability of an event occurring based on the previous data provided. It is used to cover a binary dependent variable that is where only two values, 0 and 1, represent outcomes. Research Hypothesis:H0: customer relationship management does not lead to increase in customer satisfactory, H1: customer relationship management leads to increase in customer satisfactory

II. CONCLUSION

This paper presents a scheme that uses big data analytics approach to determine customer satisfaction from data obtained from customer relationship management system. Customer Relationship Management (CRM) consists in processes and techniques used by a company to manage and improve interactions with current and future customers. Data mining techniques applied in CRM environments are evolving due to new technology developments in Big

Data management and analytics. Management of customer complaints is centered on ensuring the customer is given utmost satisfaction that will reduce customers churn.. This paper presented the use of Big Data Analytics Approach to give the certain level of customer satisfaction in Wema Bank Plc.

III. REFERENCES

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