

Retail Banking in Greece - New Perspectives Through Customer Orientation in a Slowly Saturated Market



Bachelor Thesis from the year 2008 in the subject Business economics - Banking, Stock Exchanges, Insurance, Accounting, grade: 2, University of Applied Sciences Zurich, language: English, abstract: The Greek retail-banking sector has generated over the last couple of years excellent revenues with their branches network and expansion strategy to the neighbouring Balkan markets. The private sector and households mainly demanded banking products as deposits, consumer credits, mortgages- and building loans, credit cards and services as customer advisory, phone banking and Internet banking. Especially a strong competition between the traditional Greek retail banks (e.g. National Bank of Greece, Alpha Bank, Piraeus Bank etc.) the new retail bank entrants (e.g. Proton Bank, Millennium, Marfin Popular Bank etc.) and the indications for a slowly saturated market will force the Greek retail banks to focus more and more on new perspectives through customer orientation. The target of the thesis is to give on a transparent and structured way valuable knowledge what new perspectives through customer orientation are and what relation exist between customer-orientation process and a CRM framework in the Greek Retail Banking sector and how this can be used in a practical and methodical way.

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