

**BUSINESS INTELLIGENCE FOR CUSTOMER MANAGED  
RELATIONSHIP (CMR) IN BANKING SECTOR:  
A CASE STUDY APPROACH**

**ASHWINI RENAVIKAR**

**Abstract**

Customer Managed Relationship (CMR) is a new terminology in the area of Customer Relationship Management. CMR functions as a mechanism of valuation of customers, and concentrate on advantageous, potential so that banks can redirect their efforts in the right direction. A milestone in the evolution of CRM is the inclusion of analytics within the technology. Banking industry is heavily relying on customer analytics for developing better approach products and service. Paper discusses different issues related to business intelligence in banking sector and its impact on having better Customer Managed Relationship. Discussions are in the form of case studies of different banks.

-----  
**Keywords** : CMR, Business Intelligence, Text Mining