

CUSTOMER RELATIONS IN ROMANIAN COMMERCIAL BANKS

DANIELA HARANGUS¹

¹"Aurel Vlaicu" University of Arad/Faculty of Economics/Romania

Abstract: *This research aims to analyze the dimensions of the bank-customer relationship, as well as the customer information that commercial banks store. In customer relations, credit risk information about the number of borrowers (individuals and legal entities), especially with overdue amounts, is particularly important. In this research, dynamics the number of individuals incurring debts overdue more than 30 day. Customer information enables orientation of the portfolio structure of banking products and services, intended for both retail and corporate customers. The technological progress registered in the fields of informatics and communications has generated profound transformations in the bank-client relationship. In today's banking world, the impact of globalization is manifested both in customer relations and in the ethics of banking business.*

• Introduction

The banks of the 21st century conduct complex and diversified banking activity in a global economic environment. This activity required banks to approach a new strategy in their relations with their customers. A particular importance in banking activity is the adaptation of the portfolio of banking products and services according to the policy and strategy of the bank and the customer segment to which the bank addresses itself. This information allows Romanian commercial banks to orientate of the structure of banking products and services portfolio, intended for both retail and corporate customers. The analysis of credit risk information ensures that banks manage their loan portfolio efficiently, as well as the specific risks.

• Material and method

The scientific research methods used in this analysis were: identification and collection of data, selection of statistical indicators, systematization, classification according to the identified criteria, comparison, definition of concepts, analysis and synthesis, induction and deduction, generalization, scientific abstraction, professional reasoning, and the development and testing of hypotheses.

• Results and discussions

Knowing and processing this customer information helps the bank to design a relational strategy with the client and establish a competitive position of the bank. Customer information enables the structure of the portfolio of banking products and services, aimed at both retail and corporate clients, to be oriented toward the needs and demands of this increasingly sophisticated clientele. The processing of information managed by banking entities leads to the development of the level of banking culture and civilization.

• Conclusions

Banks operate in a global economic environment, an environment that imposes on them the ethical responsibility of their business. Ethical responsibilities enforce banks to act justly, correctly, and equitably, even if they have no legal obligations in this regard. The moral dimension of a bank's responsibility is given by the fact that it has not only an internal decision-making structure, but also an organizational culture, respectively a set of values that define what is considered to be correct or incorrect in its framework. Commercial banks must constantly aim to strengthen a profitable long-term relationship with their customers. Long-term loyal customers are the ones who will ensure the bank's income. Customer loyalty improves the image of a bank and can be an excellent source of advertising.

