

BOUNKEAR SONIN : DEVELOPMENT OF A BANK'S CUSTOMER INFORMATION SYSTEM
FOR DEPOSIT AND CREDIT. THESIS ADVISOR : CHARUMATR PINTHONG, 183 PP.
ISBN 974-582-182-9

An important factor that will give banks a competitive edge over other financial institutions is the quality of services. Better services will attract more customers. In order to meet marketing targets and provide better services, executives will need some tools to help their decision making. One of them is the customer information.

The Customer Information System (CIS) provides a single source of information for identifying and maintaining all business relationships between the institution and its customers.

The main feature of the CIS is that it provides modules for maintenance, access and retrieval of customer related data and maintains the relationships between customer information and customers accounts. It also allows the user to retrieve information via the relationships which exist between the various entities.

The six components of CIS are : 1. The Personnel Subsystem 2. The Deposits Subsystem 3. The Credit and Contingent Liabilities Subsystem 4. The Collateral Subsystem 5. The Statistics Subsystem 6. The Banking Regulation Subsystem.

The system has been developed using Oracle Relational Database Management System on microcomputer (PC/AT) with Unix Operating System.

The Customer Information Database (CIDB) provides an easy way of maintaining and retrieving information in the required form, which will help the bank in improving services and better customer relations which will in turn help in the growth of the bank.