THE TRANSITION TO CUSTOMER FOCUSED APPROACH IN CORPORATE BANKING
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Abstract

The development of marketing theory in combination with the new business realities necessitates a serious rethinking of the approach used towards customers. Taking into consideration the extremely uncertain and volatile market conditions, the increased requirements of corporate customers and the changes in their wants, the need for repositioning the strategic priorities of the bank is understandable. In the present article there is made an attempt at comparing the transactional orientation typical of banking institutions and the type of banking that emphasizes the development of long-term relations with key customers. The aim of the work is to underscore the advantages brought by the use of customer-oriented strategy in corporate banking.