

Formulation of the Framework for Attracting and Retaining Customers of Ilam Sepah Bank's Checking Account

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Abstract

Aiming at developing a framework for attracting and retaining current account customers of Sepah Bank, the current research was conducted with an inductive approach and based on the strategy of thematic analysis. In terms of the method of data collection, it was descriptive-survey and was analyzed with a mixed method (qualitative-quantitative). In the qualitative part, the findings showed that 6 main categories including brand environment, employee management, brand resonance, customer attraction, customer retention and strategic factors were extracted. Also, 14 subcategories and 58 initial codes were obtained. In the quantitative part, based on structural equation modeling and using AMOS software, the findings indicated a positive and significant effect of brand environment, employee management, brand resonance and strategic factors on the attraction and retention of current account customers of Sepah Bank. Since no research has been done in the field of current interest loan accounts in the field of customer attraction and retention, the results of this research can open the way to attract and retain customers in this type of accounts.

Keywords: Checking Account, customer attraction, customer retention, Sepah Bank.

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