**Abstract**

Banks play a vital role in the socio-economic development of our country. Banks offer several facilities to enhance the standard of living of our citizens. The main objective of the study was to study satisfaction level of customers towards CRM in SBI and ICICI, and to find the opinion of the customers as to Customer Relationship Management of the banks with respect to service quality management. Convenient sampling technique was used for the study. The study was done with 150 respondents .CRM offers the most holistic route for banks to enhance customer relationships. Banks can enhance customer retention, profitability and loyalty and get an increased share of banks from their customers. Banks have to come out with innovative measures to satisfy the needs of both the present and the potential customers at the same time adopt procedures to win bank the lost customers. Hence, this study has taken up to find the customer relationship in state bank of India and ICICI.