In recent days ECRM – Electronic Customer Relationship Management has attracted many people and companies have started using e-CRM in order to attract new customers and retaining their existing customers. Service industries especially the banks are taking lot of initiatives to make the best use of e-CRM tools and techniques. This research is an attempt to identify what are the features of e-CRM which make the customers satisfied regarding the eCRM usage. A questionnaire was constructed and circulated among 250 respondents to identify their satisfaction on various features of e-CRM in banks. A model is developed and analyzed using regression analysis. The study revealed that customer satisfaction is a function of different features of e-CRM like Implementation, Security, Maintenance, Training, performance and Reliability. The study recommended the regression model for banks to determine the customer satisfaction on e-CRM.