

# **Adoption of Knowledge Discovery in Databases in an Egyptian Bank**

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## **Abstract**

We propose a framework for measuring the impact of KDD on CRM in developing country. We believe that the KDD process and applications may perform a significant role in large organizations in developing country to improve CRM, in particular for customer retention (e.g. Egyptian public banks). Our belief is supported by the results of the field survey at the largest Egyptian bank. This area of research is closely related to the research areas of Data Mining (DM), customer loyalty, and customer retention. This study may serve as a guideline for the development of intelligent knowledge engineering in the banking sector in Egypt

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