

## CRM : การบริหารจัดการความสัมพันธ์ลูกค้า

### MSME

	Total	Female	Rural
of Clients	4,377.00	289.00	952.00
of loans outstanding	4,534.00	302.00	974.00
Value of loans outstanding	28,067,113,931.73	1,734,844,097.32	6,368,945,187.73
Avg. Loan amount	8,291,786.20	8,157,297.85	8,374,878.66
Avg. Loan Tenor (months)	84.00	91.00	88.00
Avg. Interest Rate	12.80	13.25	12.31

### Microfinance

	Total	Female	Rural
of Clients	51,249.00	35,470.00	21,954.00
of loans outstanding	103,682.00	71,581.00	44,041.00
Value of loans outstanding	4,680,303,340.70	3,121,295,912.27	2,022,840,929.05
Avg. Loan amount	101,567.86	97,504.25	105,658.01
Avg. Loan Tenor (months)	7.00	7.00	12.00
Avg. Interest Rate	10.90	11.39	19.88