INVESTIGATION OF FACTORS TO IMPROVE CUSTOMER RELATIONSHIP MANAGEMENT

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Customer Relationship Management (CRM) is a business strategy which attracts retains and elevates the customers. It is used to support effective marketing, sales and service processes. With the expansion of technology and available instruments for establishing customer relationship, the customer relationship management has become prevailing within organisations. The organisation assumes that the relationship between the organisation and its customers is not up to the expected level. Thus the customer relationship management has to be enhanced for attracting and retaining many customers. Therefore, the organisation is in need of finding the factors which will enhance the customer relationship management. Enhancing the customer relationship management will improve the relationship between the customers and the organisation; enhancing the customer relationship will increase the number of customers of the organisation which leads to increase the profit of the organisation and enhance the service of the organisation. The objective of this study is to find out the factors to improve customer relationship management in Arthur C Clarke Institute for Modern Technologies (ACCIMT) and to propose a suitable and effective method to enhance the relationship between the organisation and the customers. In this study, the employees'/customers' attitudes and comments were obtained; status of the organisation was observed and described; feedbacks and opinions of stakeholders were collected through questionnaires, interviews, etc.; factors to improve/enhance customer relationship were identified and proposed; statistical tests were conducted to evaluate the proposed factors. Further, feedbacks were obtained through questionnaires randomly from among different types of customers such as students, trainees, clients and employees. Random sampling was used for data collection. According to the study, the results depicts that the customers were not satisfied with the present customer relationship and hence the customer relationship management. In addition, the research is comprised of factors that affect the customer satisfaction. According to the study, the factors which improve the customer relationship are mobile communication, websites, e-mail service, course/training process, etc. The final conclusion is that the use of websites is effective, easy and possible way to improve/enhance the customer relationship management.

Keywords: Customer relationship management, Customer satisfaction, Factors, Web Sites