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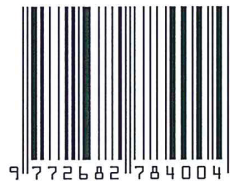
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CHARACTERISTIC PERFORMANCE CUSTOMER RELATION MANAGEMENT: A CASE STUDY TECHNOLOGY EDUCATION INSTITUTION IN MALAYSIA

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ABSTRACT

Customer relationship management (CRM) is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions beside data throughout the customer life cycle with the goal of improving business relationships with customers. Customer relationship management (CRM) assisting in customer retention and driving sales growth for their sustainability. This studied report that problem on customer loyalty is defined as a result of consistently positive emotional experiences which are based on satisfaction and perceive value of a product or services. CRM systems are designed to compile information on customers across different channels or points of contact between the customer and the company which include the company's platform website, telephone, live chat, direct mail, marketing materials and social media. Therefore this study found that CRM technology systems can also give customer satisfaction on facing staff detailed information on customers' personal information, purchase history, buying preferences and concerns. In addition purpose and objective of this study to investigate customer relation management between student intention in organization education and technology platform. The methodological study is basic research and exploratory. In addition sample size and scope of this study is individual student in institution organization. Last but not least for conclusion, this study show student satisfaction and loyalty are strongly significant. Further more implication of this study customer intention is highly expected to education organization of body

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1. INTRODUCTION

CRM plays an important role in driving customer satisfaction. Satisfied customers are profitable to a firm not only because they are likely to make repeat purchases but also because they promote the firm through words of mouth. Thus, CRM improves the firm's market share by bringing in more customers. However, proper implementation of CRM is a must for customer satisfaction. The latter point have been devastatingly critiqued by Ramli et al., (2018), Shahijan et al., (2016), Ali et al., (2018) and Shah et al., (2016) who argued that CRM prescribes in order to satisfy the customers and first of all it is important to understand the customers need and want. Customers should be very well understood for their tastes, attitudes,

preferences and decision-making factors. This helps the firms in identifying their target customers. No firm can ever cater to all the customers satisfactorily, therefore identification of target market is a prerequisite (Mosbah et al.,2019),(Shah et al.,2017).

Hence, the marketing mix should be aligned to target market demands to maximize their satisfaction. However, Alharbi et al.(2018),Shah et al.,(2018) point out that CRM provides for an effective company-customer communication so that the firm's marketing mix can be tailored to suit the target market. This also helps the firm to trace customers' changing preferences and anticipate the future demand so as to design future offerings according to it. However, no matter how superior marketing mix a firm offers, there is always a scope for customer grievances. CRM also requires if there are any customer complaints and grievances, they should be handled properly. This helps in securing the customers' trust on the firm and also develops a bond between the firm and customers. According to Shah et al.,(2018),Bakar et al.,(2014) CRM is a continuous process and requires regular efforts. The marketplace is highly competitive today and customer satisfaction is the only key to survive, so it should be treated as assets and must be valued forever in this industries.

2. LITERATURE REVIEW

According to Shah et al.,(2017) and Wahab et al.,(2017) the keys to successful Customer Relationship Management implantation is the institution development for customer platform to focused strategy first before considering what kind of technology significant prefer. As the internet is becoming more important in business life, many companies consider it as an opportunity to reduce customer-service costs, tighten customer relationships and most important, further personalize marketing messages and enable mass customization. Together with the creation of Sales Force Automation (SFA), where electronic methods were used to gather data and analyze customer information, the trend of the upcoming internet can be seen as the foundation of what known as eCRM today. This study defines eCRM as activities to manage customer relationships by using the internet, web browsers or other electronic touch points. Referring to Mosbah et al.,(2019),Shah et al.,(2018) and Martaleni (2017) hold the view that the challenge hereby is to offer communication and information on the right topic, in the right amount and at the right time that fits the customer's specific needs. Today's customer are a fast-moving and demanding crowd. They are looking for products and services that are proven yet innovative. They want information at their fingertips. With the right Customer Relationship Management solutions in place, education institution can help organizations to build and nurture lasting one-on-one relationships with customers. Thus, it enhances the business efficiency and profitability. Hence, Customer Relationship Management software collects the following types of data for determin on customer relationship in an organization. A part of that responses to campaigns, sales and purchase data, account information ,web registration data, service and support records, demographic data, shipping and fulfillment dates, web sales data. With the right CRM solutions in place, it can help organizations to build and nurture lasting one-on-one relationships with customers. Thus, it enhances the business efficiency and profitability (Mosbah et al.,2019,Shah et al.,2016,Singh 2015).

3. ESTIMATION METHOD

This study was conducted by used basic research methodologies as well as qualitative method. Customer loyalty is definitely connected to customer satisfaction as happy customers constantly aware the brands that meet their needs and want. Loyal customers are buying a firm's products or services solely and they are not eager to change their preferences intention

over an economical firm (Alharbi et al.,2018.,Shah et al., 2018). For long life learning,higher education institution in service provider are increasingly watching for tool of Customer Relationship Management in order to encounter a worthy benefit (Wahab et al., 2017). Customers display loyalty when they steadily purchase a certain product or service over a comprehensive period of time. Therefore, Chen and Popovich(2003) projected the faultless beneath to contemporaneous and sustenance the impress of many authors on the significant in appreciating Customer Relationship Management Performance in the organization.Below is the model for this study.

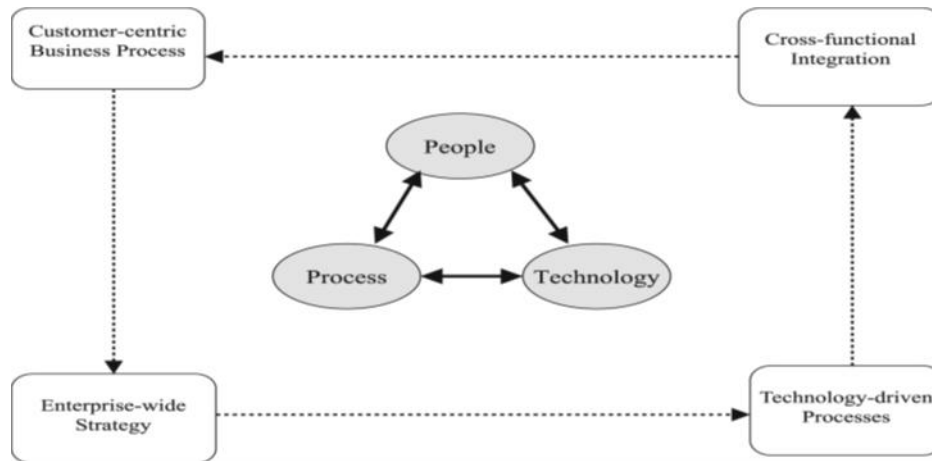


Figure 1: A CRM implementation model Chen and Popovich, 2003

4. RESULTS AND DISCUSSION

Customer Relationship Management software consolidates customer information and documents into a single Customer Relationship Management database so business users can more easily access and manage it. The other main functions of this software include recording various customer interactions over email, phone calls, social media or other channels, depending on system capabilities, automating various work flow processes such as tasks, calendars and alerts, as well as giving managers the ability to track performance and productivity based on information logged within the system. According to Ramli et al.,(2018) and Shahijan et al.,(2016) customer loyalty is all about attracting the right customer, getting them to buy, buy often, buy in higher quantities and bring institution even more customers. Customer loyalty is highly essential for any successful business. Since, customer loyalty is essential for business success, higher education institution industries need to aware of this technology platform. In this leadership theory, commitments are the most important aspects that should be considered of all workers. This is because transactional leaders expect followers to be compliant and ensure this by way of rewards and punishments. In this approach, the leader is not looking forward to transforming or improving the future, but just wants things to remain the same. Transactional leadership is ideal to carry out projects that need to be done in a systematic and structured manner. Also, workers discipline needs to be in maximum capacity. This is because this type of leadership need everything to be perfect and in good conditions. Employees must be obey to all of instructions have been made by the employer. Employees have to give all their commitment and excitement while doing their job. This is because with good commitment employer will see employees' credibility and almost inspire customer when complete the job.

Industrial revolution advancements have changed different field of marketing and business environment. One of the newest CRM application software which is related to real value of electronic business is E-CRM. It helps companies improve the effectiveness of their interaction with customers while at the same time making the interaction intimate through individualization. Also new kind of CRM which works with wireless device called customer relationship management based on mobile or M-CRM. Customer analysis in analytical E-CRM includes two major procedures: (1) preprocessing data, and (2) building customer profiles from this and other data. This is considered as a tool which empowers CRM with utilizing advanced wireless communication tools. This new technology can even allow call centers to contact their customers more frequently to offer new services and improve the relationship between the companies and their customer. From a technological perspective, industrial revolution is considered an enabler that allows organizations to foster closer relationships with customers, analyze customer information and provide a coherent view of the customer. Furthermore information recording technology and customer behavior analysis allow to companies to identify good customers easily. No doubt technology is essential to CRM implementation. Also IT investments in tangible and intangible effects on the organization that will be important in this mechanism. Customer Relationship Management implementation can be viewed as the integration of strategic customer data utilization into a loyalty scheme through the use of information technologies. CRM determined improvement programs arising from new business processes, such as Customer Relationship Management where instruction from the information technologies and almost exclusively for loyalty customer. Particularly, the experience of the information technologies service provider across some CRM implementations for clients was felt to be effective. When information technologies has been utilized properly, it can help to retain customers by better managing customers based on knowledge and initiating stronger relationship. Therefore, Customer Relationship Management often requires sophisticated information technologies support platform.

5. CONCLUSION

Today competitive marketing environment uncertainty, there are very few and new customers to be shared by organization. Hence by having customers who are loyal to business is high important than acquiring new ones as it increase sales, creates profit and build the brand. The costs of making new customers are on the rise thus companies have placed emphasis on retaining profitable customers by building long-lasting relationship with them. Last but not least this study propose frame work as show below that used to investigate CRM and characteristic factor in a higher education institution in Malaysia. This framework tested student in higher education institute in Malaysia to further research.

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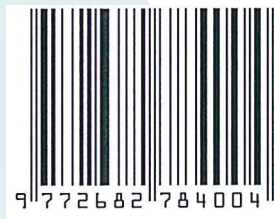
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