ABSTRACT

The advent of internet has led to the application of electronic services in enhancing the customer relationship management. E-CRM integrates IT in internal organization in executing the marketing strategies. The current issue facing the E-CRM is determining the number of customers that are responsive to the e-commerce application. Furthermore, a huge number of customers are continuously becoming frustrated when using the E-CRM application. The application, thus becomes redundant making it difficult in meeting the set targets of customer service. The purposive study thus seeks to understand the customer responsiveness to e-CRM. The intelligence of online shopping using E-CRM cannot be underestimated. The research study made use of both qualitative and quantitative methodologies in coming up with the necessary data. Qualitative approach examined the overall effectiveness of E-CRM in influencing positive customer relationships.

Keywords: E-CRM, Intelligence, Quantitative and Qualitative Methodologies, Technology

INTRODUCTION

CRM refers to the management of a business’ present and potential customer’s interactions as a means of satisfying their needs and wants in an efficient manner. Because of advancement in technological growth, CRM has been integrated into the computer system for ease of management thus resulting in E-CRM. Studies, for this reason, have come up trying to investigate internet application in the whole body of CRM (Kim, Zhao & Yang, 2008). Electronic Customer Relationship Management that is to E-CRM is new and integrates IT into an internal organization as well as external marketing strategies in the bid of fulfilling the customer requirements. CRM as an essential business strategy aims at maintaining and acquiring a new customer over the long term (De, 2012). There are various channels in which customers can interact within

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the framework of CRM. E-CRM; as it entail all the CRM that use the net settings, for instance, intranet, internet, and extranet. E-CRM focuses on the IT platform for maintaining and acquiring new customers. Application of E-CRM does not mean other CRM approaches can never be. Companies will have to formulate and implement E-CRM in order to have a competitive edge. The E-CRM strategy is beneficial to companies since it allow them to focus and retain the profitable customers. In addition, application of E-CRM enables the company to understand the client behavior thus allowing effective marketing. The remarkable growth of ERP (Enterprise Resource Planning) in 1990 brought a legacy in the world business. The legacy system was used for the backend operation so that various systems across the firm use information access in firm (Schnepel & Hope, 2010).

PROBLEM

The current issue facing the application of E-commerce in the online shopping industry is determining whether prospective customers are responsive to the e-commerce application (Woodcock, Stone, & Foss, 2003). Subsequently, it has been noted that customers become frustrated while attempting to use the E-CRM application. In such a case, the application becomes redundant and thus incapable of meeting the desired objectives. In the effort of using the application in meeting the desired needs, it would be important to measure and ascertain whether the e-commerce application fosters ergonomic relationships (Becker, 2008). Testing the E-CRM application is prone to subjectivity and biases; hence, the measuring methods must avoid such instances. Most of the biases stem from existing customer especially in data collection or the methods of gathering this information (Greenberg, 2001). The problem for the research is to determine whether prospective customers are capable of responding to e-commerce application.

CONCEPTUAL FRAMEWORK

In the present modernized world, E-CRM is a top priority for most business oriented organizations yet there are very many non-clear issues regarding its effectiveness and role in the company setting. Through the use of business intelligent applications like OLAP (online analytical processing server), companies can predict future business performances and prepare with respect to the different conditions. As a means of understanding the above ambiguities, we should view CRM from a strategic and systematic perspective (Adebanjo, 2003). A conceptual framework (Figure 1), in this case, includes all functions affecting customer interaction using the E-CRM applications and relevant areas that require flexibility. The flexible changes are essential to the marketing department since they act as a managerial, strategic approach. This framework and porter value chain is similar since it entails primary and supportive activities with the integrating factor being the E-CRM application. Through its marketing activities, the company acquires customers. Customer retention through E-CRM is essential as it helps in customer retention that later leads to customer expansion and an efficient, competitive edge. With supportive activities like channel, integration and information management E-CRM is used strategically (Kamiloglu & Zarali, 2009). The conceptual framework in Appendix 1 integrates the three essential components that are important in improving the intelligence of E-CRM and customer behavior in online shopping. The three basic components are:

1. The consumer’s decision-making process
2. Customer relationship marketing
Predicting Automobile Insurance Losses Using Artificial Neural Networks
www.igi-global.com/chapter/predicting-automobile-insurance-losses-using/27266?camid=4v1a