Customer Relationship Marketing Focusing on Providing Benefits to Students and Mobile Service Providers: A Case Study on AIUB

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ABSTRACT

This article investigates the extent to which communication impacts on relationship marketing and whether improved communication can result in sustainable long-term relationships. It proposes a continuing process that would not only primarily facilitate the mass student community of the university but also specifically provide aid to every individual pupil’s requirements during their term in each enrolled semesters. The solution is meant to help the student community to stay in pace with their educational calendar besides enjoying the privilege to be entertained with the most effortless and economical communicating tool within the university community. This is expected to enrich each individual’s knowledge by initiating a new route to tie with one another besides serving all other regular needs for communicating with the rest of the world. This is a quantitative descriptive study where the survey method is employed using a simple random sample by using university students of AIUB who uses cellular phone. The findings indicate that this research will enhance not only the life of its pupils but also improve the procedures and formalities that it needed to carry out to serve the students. The commencement of the service will not only ensure the simplicity of the existing students but would also facilitate those particular students who are concluding their studentship.

Keywords: American International University-Bangladesh (AIUB), Axiata Bangladesh Limited, Communication, Customer Relationship Marketing, University Community

INTRODUCTION

Telecommunications industry in Bangladesh is accounted as the most rapidly developed sector unlike any in recent times. The scenario is similar all over the globe especially in the Asian blocks. Asia has experienced a tremendous development through the telecommunication industry, which has contributed to enhance the life of human population via various technological breakthroughs. This country saw a swift change in people’s lifestyle and huge generation of revenue via the newly born telecom industry.

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Not reaching a matured stage, this sector has delivered an outstanding amount of revenue and bridging the gap between any communicating ends in no time. Till date this industry has proven to be the most lucrative hub in terms of business.

Due to the immense possibilities, this technology-based business can generate even further benefit to the community of students which no one has ever ventured. American International University – Bangladesh is already one of the pioneering private universities in the country that has been consistently delivering quality education to its pupils. Its existing image of being the most high-tech university in the country through its Virtual University Expert System (VUES) is expected to get enriched at a further scale with the aid of such innovative technological solution.

Objective of the Study

This research can be used for further advancement research. That means if anyone wants to do further research on mobile based solution for other services like different colleges, hospitals, real estate businesses, they can use this research paper as a guideline for them. Even they can get more sophisticated and user-friendly ideas and techniques for the students of different universities with different mobile companies by the help of this research paper.

The implementation of the project is aimed and designed not only to benefit the existing student community but also to provide aid for those students who are at the verge of being a graduate or post graduate. From this specific study, solutions for a number of issues related to students’ life from the dimension of communicating and keep rapport with the university during their course of study is expected to get revealed. It also expected that the study would resolve certain concerning factors for students related in engaging themselves to the corporate industry after their tenure of schooling.

From the perspective of the university, the venture is projected to bridge the existing evident gap between the students and the university authority, primarily the faculty members in order to enhance the execution of quality education, thus, saving precious time that are wasted for undertaking certain tasks through conventional systems. Increment of brand leverage is very crucial nowadays in any industry and especially for educational institutions. This venture is estimated to provide solution to that specific need to win against any brand rivalry in the sector.

Literature Review

The Origins of Relationship Marketing

Relationships have been at the heart of marketing in an informal since the first stirrings of commerce; however as a formal approach to marketing, relationship marketing is more recent.

Marketing today is heavily influenced by the shift away from transactions towards relationships, since relationship marketing offers developing and implementing marketing strategies. It further emphasizes the creation of greater value for customers and organizations through fostering co-operative and collaborative partnerships. Hart, (2003:125-126) further maintains that relationship marketing emerged in the latter part of the 1970s and early 1980s as an alternative approach to understanding markets than that which had dominated in the previous 30 years i.e. the mix management paradigm. In the early years, relationship marketing enjoyed parallel development within services and industrial marketing. Nowadays, relationship marketing seeks to build a chain of relationships within the organization to create the value customers want, between the organization and its main stakeholders (Brink & Berndt, 2004:7).

The unique characteristics of services: that is, its inseparability, intangibility, heterogeneity and perishability, demanded that service marketers develop a different approach. The dominant mix management paradigm was criticised for offering ‘no guidance, no terminology, or no practical rules for services’. Initially, services marketers attempted to enhance the dominant paradigm through the incorporation
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