CUSTOMER RELATIONSHIP MANAGEMENT IN BUSINESS TO BUSINESS ORGANIZATIONS

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Degree of Master of Science in Project Management

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DECLARATION

I declare that this is my own work and this thesis does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief, and that it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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R.P. Fernando   Date

The above candidate has carried out research for the Masters dissertation under my supervision.

………………………….....…..   ……………………

Prof. (Mrs). Chitra Weddikkara   Date

Dissertation Supervisor

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ABSTRACT

Customer Relationship Management in Business to Business Organizations

Businesses are in a constant race to increase profits, keep the current customers and gain or poach new ones, competing for customers on the globalised market like never before. One of the many sets of tools aimed at aiding the interaction between supplier and customer are the Customer Relationship Management methodologies. Customer Relationship Management is aimed at building strong long and term relationships that keep customers coming back repeatedly. It aims to help organizations build individual customer relationships in such a way that both the firm and the customer get the most out of the exchange, providing both parties with long term benefits.

The purpose of this research is to provide a better knowledge of the use of Customer Relationship Management in Businesses to Business firms. To reach this understanding, the dissertation starts with three research questions based on this purpose on which theory is collected. The three areas of concern are objectives, strategy and measurement of Customer Relationship Management. Based on a detailed literature survey about these questions a frame of reference is chosen and used to collect information from two large firms, i.e. Property Development Company and IT Company. These companies were studied through case analysis and compared to each other and to theory. The Data collected from them was primarily attained through structured interviews.

The finding indicates that much of the explored theory regarding Customer Relationship Management is true for the Business to Business sector.There are however a few areas in which the firms diverge from theory, specifically those relating to the usages of estimated values such as loyalty and satisfaction in customer evaluations. It was also found that there is a lack of research in the areas of evaluation Customer Relationship Management. Furthermore, the findings indicatethat Customer Relationship Management in Business to Business focuses on the organizational aspects of Customer Relationship Management, and a strong goal in business is to unlock the information the employees have and store it in a place the business can own.

TABLE OF CONTENTS

Declaration i

Acknowledgements ii

Abstract iii

Table of Content iv

List of Figures vii

List of Tables viii

1.0 Introduction 1

1.1 Background 1

1.2 Problem Discussion 4

1.3 Research Aim and Objectives 6

1.4 Demarcations 7

2.0 Literature Review 8

2.1 The Objectives & Benefits of CRM 8

2.2 CRM Strategies 11

2.2.1 Interaction 11

2.2.2 The value of a customer 12

2.2.3 The continuing process 14

2.2.4 Overview models 20

2.2.5 CRM Development 24

2.3 Measuring performance of CRM 31

3.0 Conceptual Framework 37

3.1 RQ1: How can the objectives & benefits of CRM be described? 37

3.2 RQ2 : How can strategies used for CRM be described? 38

3.2.1 Customer touch points 39

3.2.2 Front office 40

3.2.3 Back office 40

3.2.4 CRM System / Warehousing 42

3.3 RQ3: How can the performance of CRM be measured? 42
3.4 Frame of Reference 43

4.0 Methodology 44
4.1 Research Purpose 44
4.2 Research Approach 44
4.3 Research Strategy 45
4.4 Data Collection Method 45
4.5 Sample Selection 45
4.6 Data Analysis 46
4.7 Validity and Reliability 46

5.0 Data Collection 48
5.1 Case 1: Property Development Company 49
5.1.1 Objectives of CRM 50
5.1.2 CRM Strategy 53
5.1.3 Performance of CRM 66
5.2 Case 2: IT Company 72
5.2.1 Customer Objectives 72
5.2.2 CRM strategy 75
5.2.3 CRM Performance 84

6.0 Data Analysis 88
6.1 Objectives & Benefits of CRM 88
6.1.1 Customer Objectives 89
6.1.2 Business Objectives 90
6.2 Strategies used for CRM 92
6.2.1 Touch points 93
6.2.2 Front office 94
6.2.3 Back office 97
6.2.4 CRM system 101
6.3 Performance of CRM 103

7.0 Conclusions and Implications 108

7.1 RQ1: How can the objectives & benefits of CRM be described? 108

7.2 RQ2; How can strategies used for CRM be described? 110

7.3 RQ3; How can the performance of CRM be measured? 114

7.4 Implications for Theory 115

7.5 Implications for Future Research 116

7.6 Implications for Practitioners and management 116

References 118

Appendix 124

LIST OF FIGURES

Figure 2.1: Profit Cost- Matrix 14
Figure 2.2: Analytical Customer Knowledge Acquisition. 15
Figure 2.3: Offensive vs Defensive Strategies 17
Figure 2.4: Customer Management Activity 21
Figure 2.5: Customer Management Activity 23
Figure 2.6: What to synchronize 30
Figure 3.1: Strategy Overview 39
Figure 3.2: Research Question connections and overview...................................... 43

LIST OF TABLES

Table 2.1: Process Integration 15
Table 2.2: Continuum of strategies 19
Table 2.3: CRM Scorecard 33
Table 6.1: Objectives Comparison and Summary 88
Table 6.2: Strategies Comparision ans Summary 92
Table 6.3: Performance Comparison and Summary 103