

Evaluation of CRM on B2C E-Commerce in the Software Development Industry

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ABSTRACT

Basically, conducting the Evaluation of CRM on the B2C E-Commerce in the Software Development Industry is necessary. As it is known that customers are one of the main assets of the companies that ensure long-lasting cash-flow to the business. For that to say, customers' opinions are essentially important information that would help the business to grow and as well avoid falling in big risk. By knowing the customers' responses, the organization can determine what actual products and services that customers really want.

However, the potential customers in this research are those who purchases software products online.

Basically, this project delineates the definition of customer relationship management and scrutinizes the significance and effectiveness of the application and implementation of the CRM approach in the software development companies B2C E-Commerce Website.

This project tries to delineate the possible ways and features to be used when implementing CRM and providing an analysis of the level to which it can be implemented in the B2C E-Commerce Websites, for the software development Industry.

Yemen Soft, Kaspersky and Symantec are the case studies analyzed by the author, to find out their current implemented CRM tools and techniques in their websites. And what are the new ideas and CRM tools that could be implemented in these websites, which will insure the loyalty and retention of the customers, in order to increase efficiency and productivity.