Measurement of the Effectiveness of Utilizing Customer Relationship Management (CRM) Features for Yemen Stores Company in the Republic of Yemen

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ABSTRACT

This project aims to develop and enhance the usage of the Customer Relationship Management features in the Yemen Stores Company. The research will be able to define B2B e-commerce technology and illustrate its impact on the trading sector. This project outlines the context of customer relationship management and looks into the importance of applying and implementing CRM approach for web-based businesses. It also studies the benefits that will be gained by companies that apply CRM in their businesses.

The current system does not seem to perform efficiently for Yemen Stores as there is a lack of interaction between Yemen Store and its customers. This study is further intended to propose a solution for this problem, using CRM features, namely tracking customers, viewing customer's feedback, Forum, and improving on telemarketing aspect. Shortly, this proposed research tries to show how CRM can serve well for Yemen Stores