

The Impact of the Implementation of Customer Relationship Management (CRM) in the Telecommunication Sector of Malaysia

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ABSTRACT

Today, a new economy is characterized less by tangible goods whose value can be pegged to a cost of materials, but more by intangible goods whose value is a function of a particular combination of information services, timely delivery, popularity within a vertical segment, brand name, and other factors that have no basis in cost of materials. The payoff for successful ventures promises to be huge, but the complexities of the environment create pitfalls to success. In this context, CRM plays a very important role in the new economy (Kotler, 1991). To begin, Customer relationship management are methods companies use to communicate with customers. The impact of customer relationship management has been felt all over the world and in all areas of life. Over the past twenty plus years it has changed the world we live in and redesigned the way we work and play. CRM has defiantly made a dramatic impact in the business world. Businesses use CRM for a number of different uses in the workplace.

The methods include employee training and special purpose CRM. There is an emphasis on handling incoming customer phone calls and email, although the information collected by CRM may also be used for promotion, and surveys such as those polling customer satisfaction.

Initiatives often fail because implementation was limited to software installation, without providing the context, support and understanding for employees to learn. Tools for customer relationship management should be implemented "only after a well-devised strategy and operational plan are put in place".

Other problems occur when failing to think of sales as the output of a process that itself needs to be studied and taken into account when planning automation.