

UNIVERSITI TEKNOLOGI MARA

**AN ADOPTION OF STRATEGIC CRM-i
FRAMEWORK : A CASE STUDY**

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Dissertation submitted in fulfillment of the requirements
for the degree of
Master of Science (Information Technology)

Faculty of Computer and Mathematical Sciences

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Candidate's Declaration

I declare that the work in this dissertation was carried out in accordance with the regulations of University Technology MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This dissertation has not been submitted to any academic institution or non-academic institution for any degree or qualification.

In the event that my dissertation is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree to be subjected to the disciplinary rules and regulations of University Teknologi MARA.

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ABSTRACT

The world today has come to recognize that positive relationships with customers are crucial to an organization's long-term success. In facing the hardest challenges to attract and retain the satisfaction of customers, a problems like unorganized procedure, evolution of technology and messy of demands will make the services going to fail. Realizing these factors, this study is set out to support an organization especially in public sector through an adoption of a strategic framework for implementing Customer Relationship Management (CRM). The scope of this study is Management Information Division (*Bahagian Pengurusan Maklumat* - BPM) in Ministry of Education Malaysia and aim to identify, adopt and evaluate CRM framework action plan. Based on CRM-i Framework by Nor Hapiza (2010), the study goes through four major phases which includes Strategic Analysis, CRM Strategic Development, Customer Centric Management and Customer Life Cycle Management. These phases are further enhanced into four type of dimension that is Intellectual, Social, Technology and Human. A quantitative method is used to study the information, process, technology and people involved. An interview, questionnaire and content analysis was carried out and conducted at BPM to get the input which is used to analyze the data. As a proof of the study, the finding of framework goes through verification with an Expert Review to measure user's acceptance. The result shows that the CRM-i Framework can be accepted based on its component, phases and its compatibility as a strategic customer management framework in develop a good customer relationship and provide better quality services.

An Adoption of Strategic CRM-i Framework : A Case Study

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