



**FACTORS AFFECTING CUSTOMER RELATIONSHIP MANAGEMENT  
PRACTICES OF ETD MAKMUR (M) SDN BHD**

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## **Abstract**

The study aims to determine factors affecting the customer relationship management among employees. A research framework was proposed by following the study of (Piyawan Siriprasoetsin, Kulthida Tuamsuk, & Cholabhat Vongprasert, 2011). The researcher believe that knowledge and understanding among employees are vital to ensure a smooth customer management processes. Therefore, the working environment for the company must promote good organizational culture and communication. A survey of 30 respondents was conducted by using non-probability convenience sampling in ETD Makmur (M) Sdn Bhd's headquarters at Seri Kembangan, Selangor. By having a clear understanding of the factors affecting the customer relationship management among employees, the company especially the team leader that handled the customer relationship management activities can make better marketing strategies to make the program a success among the employees and customers thus contributing profits in the form of monetary and relationship for the company for the long run.

**Keywords: Customer Relationship Management, Employees, Knowledge and Understanding, Organizational Culture and Communication, Customer Management Processes**

## CHAPTER 1: INTRODUCTION

### 1.1 Background of the study

Awareness and acceptance of Customer Relationship Management (CRM) solution in Malaysia is becoming more pervasive. CRM can be defined as a mixture of people, processes and technology to understand a company's consumers better where it focusing on customer retention and relationship development (Chen & Popovich, 2003). Malaysia, according to Lim (2008) moved out from agriculture and rely more towards customer centric business that focus more on end users and is the better place for CRM solution to hold in Malaysian industry.

Economy in Malaysia is growing and directs the organizations to explore more on how to gain more attention from customers and getting business profits. It is strongly believed that successful Malaysian companies will be those that continue to invest in CRM initiatives and shift their efforts from customer acquisition to customer retention. Malaysian companies are now more aware of CRM and have a positive view on its market growth.

This is because, in Malaysia, customer relationship has become the main medium in securing profits by all kind of business. It all started in the 1980's where they saw the emergence of database marketing, which define the practice of setting up customer service groups to speak personally to all of a company's customers (Roberts 2005). Hence, business started to acknowledge the importance of securing good relationship management with their customers and gain more profits (Mohd, Mohd & Arifi, 2014).