



**EXPLORING THE UNDERSTANDING OF CUSTOMER RELATIONSHIP
MANAGEMENT (CRM) AMONG EMPLOYEES OF SARAH CREDIT
CORPORATION (SCC)**

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ABSTRACT

Customers are the main focus of Marketer's attention. Unfortunately, while thorough and extensive research was conducted to understand customers needs, wants and perception, surprisingly little attention was given on those people who are responsible on delivering the services to the customers. Using the concept of *customer relationship management*, this study was conducted for the purpose of identifying the actual understanding and awareness about this concept among employees of Sabah Credit Corporation (SCC). On top of that, the research will examine the outcome of good execution of customer relationship management in an organization, factors that contribute towards the understanding of staffs on the concept and also their opinions on the concept itself. This study sends important messages to many organizations such as Sabah Credit Corporation (SCC) and provides grounds for further improvement on the concept as a whole.

Keywords: Customer Relationship Management and Interaction