

UNIVERSITI TEKNOLOGI MARA

**INVESTIGATING FACTORS INFLUENCING THE
SUCCESSFUL IMPLEMENTATION OF
CUSTOMER RELATIONSHIP MANAGEMENT
(CRM) AT RANHILL SAJ SDN BHD**

**ROSITA MD ALI
NURUL AIDAYU ABAS
NUR FATIHA HAMID**

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Arsyad Ayub Graduate Business School

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ABSTRACT

The water services industry holds a critical role in sustaining human existence and fostering economic growth. Indeed, service failures and customer complaints are inevitable in any business, including the water services industry. Despite efforts to provide high-quality service, occasional failures or issues may arise, leading to customer dissatisfaction and complaints. However, how an organization responds to these situations can significantly impact its reputation, customer relationships, and overall performance. By implementing effective complaint relationship management processes, organizations can maintain customer satisfaction, loyalty, and trust even in challenging situations. This study examined the implementation of Customer Relationship Management (CRM) in selected companies. Effective customer management systems, efficiency of skilled employees, and procedural approaches were further explored. Moreover, SWOT analysis was utilized when studying the company's strengths, weaknesses, opportunities, and threats to get an overview of the current implementation of CRM in the organization. Overall, this research contributes to the strategy of business tools for the companies in CRM. The significance of this study is aimed for the organization, industry, and researcher. This study also further examined the identified variables in the CRM context and provided recommendations based on statistical analysis. This will ultimately lead to improved service quality and enhanced customer satisfaction.

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CHAPTER 1

INTRODUCTION

1.1 Overview

This chapter begins with a research background that includes industry information and company background to provide the reader with an understanding of the subject being studied. The study then presents the problem statement and research questions derived from its research objectives. The chapter comprehensively demonstrates the significance of the study, provides definition of terms, and summarizes the chapter.

1.2 Background of the Study

Marketing plays a vital role in the organization. Increasing the number of consumers in a competitive environment while retaining them is potentially achieved through building strong relationships with customers through marketing influence (Özdemir et al., 2022). It involves plans, strategies, and initiatives designed appropriately within the company to enhance the business's performance. Determining the product or service is the primary goal of traditional marketing. However, marketing strategy has shifted from a product-focused approach to a customer-focused approach by emphasizing customer attraction, retention, and satisfaction (Madhani, 2022).

To build long-term relationships with the key target market group, it is important to ascertain their interests and make an effort to meet them in a way that will benefit both parties; this is known as mutual relations marketing (Zozul'ov, 2020). Relationship marketing, introduced by Leonard Berry and Jag Sheth in 1980, emphasizes the significance of fostering enduring connections between companies and consumers (Ansori, 2022). This methodology emphasizes nurturing, retaining, and enhancing the quality of these relationships, acknowledging that customer acquisition is not the sole objective. Instead, the focus lies on fostering loyalty through exceptional service and consistent delivery of products or services that meet or surpass customer expectations. Thus, the concept of relationship marketing has broadened to include customer relationship management (CRM) in marketing strategies. Customer Relationship