UNIVERSITI TEKNOLOGI MARA

ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM FOR EVENT MANAGEMENT INDUSTRY

"How an e-CRM system can be used in the sales process"

SUZYHAZRA MOHD NOR
(BSC in Management Information System, UKM)

Independent Study Is Submitted In Partial Fulfillment of the
Requirement for the Degree Of
Master of Science in Information Technology

Faculty of Information Technology and Quantitative
Sciences

April 2005

ACKNOWLEDGEMENT

This Independent Study (IS) concludes my studies for a master's of information technology and science quantitative in Universiti Teknologi Mara (UiTM).

UiTM, 2005

Suzyhazra Mohd Nor

TABLE OF CONTENTS

ABSTRACT

This study examines the needs of Electronic Customer Relationship Management system in the Event Management industry. There are a lot of Event Management agencies in Malaysia offering event management service to individual or organization who wants to held but these agencies are not popular because of slow communication flow between customer, Event Management agent and event space provider. An interview method was applied to the selected organization which known as Exhibitions Promotion & Management (M) Sdn Bhd in order to ascertain the present Event Management method and the perceptions of how e-CRM can be use in their sales process. E-CRM highlights the importance of using Information Technology in creating, maintaining and enhancing customer relationships. Thereby, the purpose of this study is to describe e-CRM and the realization of CRM in event management industry by using e-CRM system. The research in this study can be considered as both exploratory and descriptive but mainly explorative. The analysis is based on the empirical findings, as well as on the theoretical framework for this study. The analysis shows that the goal with e-CRM is to maximize company profits by maximizing the value of interaction with the customers. In order to do this, companies need a business strategy that focuses on the customers and that generates a process oriented view of the organization. The business processes needs to be supported by e-CRM system, comprising e-CRM functionality that makes it possible to create a single view of the customer as well as of the company. The analysis also shows that the stage in the e-CRM development process affects a company's view on e-CRM. In order to describe how event management industry can be use e-CRM system, this study includes a description of how e-CRM functionality can be used at different steps in the sales process. Certain functionality is generally applicable and can be used at many different steps in the sales process, while some functions can be connected to a specific step. The analysis shows that the functionality included in the three main functionality categories are used in all phases in the sales process. Consequently, the connection between e-CRM functionality and the sales process gives a complete view on how e-CRM system can be used.

CHAPTER 1

INTRODUCTION

This chapter will present the background of the research, the problem statement and the definition in order to see the importance of the topic selected. All the problem will be discuss and the research question will be finalized in this chapter.

1.1 Background of the research

Malaysia has many government agencies and private agencies that involved in event management industry. They have a lot of official events such as meetings, exhibitions; seminar, conferences and conventions were conducted through out the year as part of their management activities. Normally due to technical or management reasons, they are usually organizing some of these events themselves. The event manager was responsible to gather all information about the event to be held including type of event, participants, facilities and room required, time and duration to form the Request for Quotation (RFQ) document. The RFQ was distributed to the pre-identified hotels or exhibition centers for quotation. According to the quotation received, the numbers of hotels or exhibition centre were short listed. Each of the short listed hotels or exhibition centers will undergo negotiation process. All the communications between the hotel or exhibition centers and the event manager were made through mail, fax and telephone.

Handling event organizer are much involve customer because the event manager mostly provide the services and totally not provide a product. So that customer is an important person for event management industry and it is also the main income for them are coming from the exhibitor who participate their event. In addition, to create a good relationship with client the marketing team must have good relationship with the customer. But, this opportunity not fully utilize for event management industry using Customer Relationship Management (CRM) to support their business process

1