

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).

First of all, I would like to thank the people at Exhibitions Promotion & Management (M) Sdn Bhd for giving me the opportunity to make this research and for helping me in one way or another to complete this IS.

Furthermore, I would like to thank my supervisor Mr. Noor Hajar Hasrol Bin Jono. He has provided useful comments along the way and he has also been a good source of motivation.

My gratitude also goes to my Dad and Mum, my brothers, my sisters in law, my friend Mr. Anis Fahmi and Mr. Sharul Amiruddin and my housemate Halimah, Mila, Siti, Nurul, Sad, Azz and Jaja who took their time to provide valuable information. Without their cooperation this IS would not have been possible

UiTM, 2005

Suzyhazra Mohd Nor

TABLE OF CONTENTS

TITLE PAGE	i
ACKNOWLEDGMENT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	vi
LIST OF FIGURES	vii
ABSTRACT	viii
CHAPTER 1 INTRODUCTION	
1.1 Background of the Research	1
1.1.1 Customer Relationship Management	2
1.1.2 E-CRM failures	3
1.2 The Problem Statement	5
1.3 Research Questions	7
1.4 Statement of Research Goal	8
1.5 Scope of Project	8
1.6 Definition of Terms	9
1.7 Objective of the Study	11
1.8 Significant of the Research	12
CHAPTER 2 LITERATURE REVIEW	
2.1 Marketing Approach	13
2.2 Electronic Customer Relationship Management	16
2.2.1 Benefit from e-CRM	16
2.2.2 E-CRM for whom?	17
2.2.3 Business to Business e-CRM	18
2.3 E-CRM Technology	18
2.3.1 Functionality Categories of e-CRM technology	19
2.3.2 Fundamental Characteristic of e-CRM system	20
2.4 E-CRM Development	28
2.4.1 E-CRM Complexity	28
2.4.2 Choosing The e-CRM Tool	29
2.4.3 E-CRM Development Life Cycle	30
2.4.4 Business Process	35
2.4.4.1 A process oriented view	35
2.4.4.2 Business Process Definition	36
2.4.4.3 Business Process Analysis	36
2.4.4.4 The Selling Process	36
CHAPTER 3 FRAMEWORK	
3.1 Definition of Framework	41
3.2 Limitations	41
3.3 Choice of Theories	41
3.4 The Emerged Framework	46

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