



**A STUDY ON THE EFFECTIVENESS OF CUSTOMER
RELATIONSHIP MANAGEMENT (CRM) AT TAKAFUL
IKHLAS SDN BHD**

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2009252024

**BACHELOR OF BUSINESS ADMINISTRATION
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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, NORLELA BINTI ABDUL HALIM (880401065760)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

28th APRIL 2011

**The Head of Program
Bachelor of Administration (Hons) Insurance
Universiti Teknologi MARA
75200 Melaka**

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**A study on the effectiveness of Customer relationship management (CRM) at Takaful Ikhlas Sdn Bhd**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely,

NORLELA BINTI ABDUL HALIM
2009252024
Bachelor of Administration (Hons) Insurance

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ABSTRACT

This research conducted on the “The effectiveness of Customer relationship management(CRM) at Takaful Ikhlas Sdn. As a service company major in Takaful, Takaful Ikhlas Sdn Bhd realize that customer management are very important in order to built trust and satisfaction among their customers. The main objectives of this study are (1) to identify the level of effectiveness of Customer relationship management(CRM) at Takaful Ikhlas Sdn Bhd, (2) to identify the most influence factors of the effectiveness of Customer relationship management(CRM) at Takaful Ikhlas Sdn Bhd, (3) to identify the recommendation to the effectiveness of Customer relationship management(CRM) at Takaful Ikhlas Sdn Bhd.

The respondent of this study were employee and loyal customer in Takaful Ikhlas Sdn Bhd. 100 questionnaires had been distributed among them. The researcher had used convenience sampling as sampling technique. The process of analyzing and interpreting data has been presented with tables using method as reliability test, frequency and descriptive analysis. The researcher also had come out with few recommendation can be taken into consideration. By implementing these recommendations, it will help Takaful Ikhlas Sdn Bhd to increase their reputation, better services and long term profit with their loyal customers.