

**CUSTOMER RELATIONSHIP MANAGEMENT (CRM) PRACTICES IN
LIBRARIES:
A COMPARATIVE STUDY BETWEEN MELAKA PUBLIC LIBRARY &
MULTIMEDIA UNIVERSITY LIBRARY**

By

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CRM Practices in Libraries: A Comparative Study between MPLC & MMU Library

Abstract: *Customer Relationship Management (CRM) is not new in organization, company, and firms. This term is always being used for organization to reflect the relationship between the organizations with their customers. As the customers are the essential assets to the organizations, they have to identify the potential customers. This situation happen in any business based organization, in other words where the organizations always deal with the customers. How about the information center such as the library? How the concept of CRM is implemented in libraries, no regard what type the libraries are? Is there any CRM practices libraries. This study will discover the CRM practices in two libraries chosen; Melaka Public Library and Multimedia University Library. The concept of CRM is always remain the same; it is about the relationship between customers and organization. Even this two types of libraries carrying different functions and differ from its type but the main concern is about the CRM Practices in libraries. CRM can't stand alone without Knowledge Management (KM). CRM is part of KM. Detail explanation is discovered in this study.*

Keywords: *CRM (Customer Relationship Management), Knowledge Management (KM), libraries.*

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1.0 Introduction of the study

The purpose of this study is to discover Customer Relationship Management (CRM) practices in Malaysian libraries. For the purpose of this study, 2 libraries was chosen, namely; Multimedia University Library (Melaka Branch) and Melaka Public Library Corporation.

CRM in libraries was not a new issue and it is part of Information and Knowledge Management. In this study I would like to experience how library as the information center implemented CRM to attract users and at the same time try to maintain the existing users. What were the activities that those libraries held in order to play their role as the information center to the society. This study will be a comparative study between those libraries mention.

The reason of selecting both libraries is because of the location factor and the easy access of it. It was an advantage for me, to select both libraries as it will reduce the time constraints compared doing the study elsewhere, besides Melaka.

It is very important to state that even though these two libraries differ from its type, but the concern of this study was the CRM. Of course, CRM has been practiced over the years in any organization, especially in libraries, but this study will discover how far this concept has been applied successfully in order to better serve the users.