

**UNIVERSITI TEKNOLOGI MARA**

**CUSTOMER RELATIONSHIP  
MANAGEMENT  
IMPLEMENTATION IN HIGHER  
LEARNING EDUCATION**

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Report submitted in partial fulfillment of the  
requirements for the degree of  
**Master of Science (Information Technology)**

**Faculty of Computer and Mathematical Sciences**

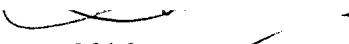

January 2016

## **AUTHOR'S DECLARATION**

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## ABSTRACT

In line with the growth of technology and challenging business environment, organisations have started to realise the importance of Customer Relationship Management (CRM) in managing relationship with customers. CRM is believed to have leverage traditional marketing to be more customer-oriented and not purely product-oriented. It has been found that profitability of the organisation could be affected by small increase in customer retention. Having said that, it has been noticed the growth of CRM implementations in industries like hospitality, healthcare, telecommunication, manufacturing and fashion. Based on the literature review, there is lack of research in the Education industry. In the excitement of hearing CRM success stories amongst organisations, high failure rates were also discovered. Many studies on CRM that are conducted, focused on identifying the critical success factor of the implementation and evaluating the services quality; but only few researchers attempt to study the essence of the idea of CRM . The purpose of this study being conducted is to investigate on the implementation of CRM in Higher Learning Education. Using CRM Model by Chen and Popovich (2003) as reference and guidelines, a case study was conducted at a private Higher Learning Education to understand in detail of how CRM has been implemented at the organisation and what are the things involved during the process. Studying from the dimensions of people, process and technology, findings have revealed elements associated to them.

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