

**An Institutional Based Customer Relationship Management  
(IBCRM) : A Case Study of University Utara Malaysia**

**A thesis submitted to the Graduate School in partial fulfillment of the  
requirements for the degree Master of Science (Information Technology)  
Universiti Utara Malaysia**

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## **ABSTRACT**

The general trend in institution of higher learning is to treat the students as their customers and guarantee maximum customer satisfaction as being properly observed in the ideal business environment. Previous studies also revealed the need for all institutions of higher learning to embrace the use of Customer Relationship Management (CRM) solutions that can be used to monitor relationship with student right from the time of enrolment to the alumnus stage. This study is aimed at conducting an exploratory study using quantitative approach to determine the factors responsible for the selection of CRM solution in UUM by proposing an institutional based CRM model. An institutional-based prototype will be developed and usability of the prototype will be evaluated qualitatively.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Preface

It is generally believed that students are the future leaders. Also, such future leaders must pass through one institution of higher learning or the other. Their various experiences in such institution will continue to linger on their minds and this will affect their future relationship with the institution. Thus, it is becoming imperative on every institution of higher learning to consolidate their relationship with their students and maintain such relationship after graduation. The reason for poor relationship between institution and students in the past can be traced to the belief that it is only business organizations that needs to maintain a smooth relationship with their customers for future patronage. This belief has been disproved by many authors that, the same thing should be applicable to higher students and students' enrollment should be regarded as sales which should be well followed for future patronage (Christopher, 2008). This study is aimed at examining the factors to be considered for successful implementation in an institutional-based Customer Relationship Management (CRM).

The contents of  
the thesis is for  
internal user  
only

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