

**FACTORS THAT AFFECT THE SUCCESS OF CRM SYSTEMS IN LIBYAN FIRMS**

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**FACTORS THAT AFFECTING THE SUCCESS OF CRM SYSTEMS IN LIBYAN  
FIRMS**

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**BY:**

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## DEDICATION

- This project is dedicated to my good loving parent who stood by me from childhood to present time. it is as well dedicated to my brothers and sisters whose tireless prayers, support ,hope and love usher in near inspiration dedication and commitment that transform the present day reality and finally this project is dedicated to those people whose prayer make my country LIBYA great due to their purposeful leadership

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## ABSTRACT

With an ever-increasing competition for marketing dominance, many firms have utilized the customer relationship management (CRM) system for improved business intelligence, better decision making, enhanced customer relations, and good quality of services and product offerings. We found the empirical support for CRM factors that affecting the success of CRM systems in Libyan firms from 100 respondents of different manufacturing firm which have implemented the CRM system. These findings should be of great interest to both researchers and practitioners.

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Background**

With an ever-increasing competition for marketing dominance, many firms have utilized the customer relationship management (CRM) system for improved business intelligence, better decision making, enhanced customer relations, and good quality of services and product offerings. The underpinning of the customer-oriented managing concept is that identification and satisfaction of customer needs lead to improved customer retention, which is based on corporate profitability (Day, 1994; Sivadas & Baker- Prewitt, 2000). They recognize the CRM system could carry into the foreseeable future of hyper-competition, and try to implement off-the-shelf CRM solutions for CRM planning as is done for enterprise resource planning (ERP) systems, e-commerce systems, and advanced database systems (Holland & Light, 1999; Shao & Lin, 2002).

In the realm of IS, the IS success model has been treated as a major issue of MIS research. The Davis's (1986) technology acceptance model (TAM), an adaptation of the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975) and DeLone and McLean's (1992) IS success model provide the basic idea of user acceptance of IS and IS success measures.

The term "customer relationship management" emerged in the information technology (IT) vendor community and practitioner community in the mid-1990s. It is often used to describe technology-based customer solutions, such as sales force automation (SFA). In the academic community, the terms "relationship marketing" and CRM are often used interchangeably (Parvatiyar and Sheth 2001). However, CRM is more commonly used in the context of technology solutions and has been described as "information-enabled relationship marketing"

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