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DEIVANAI KALVALIAM (MATRIC NO: 81812)

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STUDY ON ISSUES AND CHALLENGES IN THE

IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT

IN MALAYAN BANKING BHD

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Nama Penyelia  
(Name of Supervisor) : PROF. MARYA SHATHRUM HABIBI

Tandatangan  
(Signature) : S. H. M.

Tarikh  
(Date) : 13/07/2001

**Study on Issues and Challenges in the Implementation of Customer  
Relationship Management in Malayan Banking Berhad**

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

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## **ABSTRACT (BAHASA MALAYSIA)**

CRM merupakan pendekatan terbaru yang diperaktikkan oleh kebanyakan organisasi bagi memastikan kepuasan pelanggan mereka terpelihara. Di samping itu, CRM juga membolehkan sesebuah organisasi mengaut keuntungan besar di dalam jangkamasa panjang memandangkan wujudnya pelanggan tetap yang digelar sebagai pelanggan seumur hidup. Namun begitu pelbagai isu dan cabaran yang harus diharungi oleh sesebuah organisasi sebelum mengimplementasikan CRM. Ini adalah kerana tanpa kajian yang terperinci, sudah pasti berjuta-juta ringgit akan dibazirkan. Oleh sebab itu, kertas kerja ini membincangkan segala isu dan cabaran yang perlu dihadapi untuk mempraktikkan CRM. Di samping itu juga pendekatan terbaik CRM untuk sesebuah organisasi juga dibincangkan secara terperinci.

## **ABSTRACT (ENGLISH)**

Customer relationship management is the latest approach practiced by most organizations to ensure customer satisfaction is guaranteed. Moreover this ensures that an organization's profit is increased in long term, as customers feel valued. To achieve this, an organization has to ensure that all issues and challenges are addressed and where necessary improvements are recommended before implementing CRM. Without a thorough research, definitely investments in millions will go to waste. This research paper is intended to address and discuss issues and challenges that lie ahead before realizing CRM. This paper also focuses on the best method to be adopted by an organization adopting CRM.

## **ACKNOWLEDGEMENTS**

First of all, I would like to express my sincere appreciation to Professor Madya Shahrum Hashim for accepting me as a student under his supervision. His guidance and patience throughout the whole project phase has tremendously helped me in ensuring that all areas are carefully analyzed for a quality research paper. His continuous checking and follow-up meetings conducted definitely contributed a great deal to me, as a distance learning program student.

I also would like to forward my sincere gratitude to Malayan Banking Berhad for providing me the opportunity to investigate and dwell into the CRM project feasibility study in the bank. The highest level of cooperation and assistance provided by the interviewees are highly valued.

Lastly, for being such a great support, motivator and constantly understanding the criticality of this project paper to me, I could never express in words my deepest appreciation and gratitude to my husband, Mr. Karunagaran and my soon to be born baby, Ashvin. Your contribution in terms of advises, suggestions and opinions are highly appreciated.

Thank you very much.

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# **Study on Issues and Challenges in the Implementation of Customer Relationship Management in Malayan Banking Berhad**

## **CHAPTER 1: INTRODUCTION**

### **1.1 Introduction**

The ideas behind Customer Relationship Management (CRM) are not new. Today it's widely acknowledged that how one treats the customers goes a long way to determining one's future profitability, and companies are making bigger investments to do that. Customers are savvier about what sort of customer service they should be getting and are registering the customer service preferences with their wallets.

CRM has been at the heart of good business practices since the beginning of the modern market-driven economy. What have changed in recent years are technology and the business environment. Today, an organization that does not have CRM strategy or does not use CRM applications is at a competitive disadvantage.

CRM is a business strategy to create and sustain long-term profitable customer relationships. Successful CRM initiatives start with a business philosophy that aligns company activities around customer needs. Only then can CRM technology be used as it should be used, as a critical enabling tool of the processes required to turn strategy into business results.

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