A COMBINATION BETWEEN THE EMPLOYMENT SERVICE
TECHNIQUE AND THE ELECTRONIC CUSTOMER RELATIONSHIP
MANAGEMENT (ECRM)

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MANAGEMENT (ECRM)

A report submitted to Dean of the Awang Had Saiieh Graduate School of Arts
and Science in partial fulfillment of the requirements for the degree Master of
Science IT Universiti Utara Malaysia

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ABSTRACT

The main objective of this study is to combine between the employment service technique and the electronic customer relationship management (ECRM). Now Companies and Offices are working manually in Jordan. So we have to make an important goal to fulfill in order to have a more accurate system in place to gain and manage the requirements of the business and the service for the customers, to get the number of the unhappy customers decreasing and proving that this way is more effective and affective along the large numbers of unhappy customers, while it is so hard to get every customer pleased but Web-based Systems can be easy to manage the quality control as an online supported tool. Making the web-based customer support system a well-organized and well maintained system and by that it can be called an Electronic Customer Relationship Management System (ECRM) and its crucial for any online survey, it can be reached by related institutions, anytime, anywhere that can add values to the users. Thus, this study proposed a web based system to address and decrease the rate of unemployed Jordanian.
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TABLE OF CONTENTS

PERMISSION TO USE .............................................................................................................................. I
ABSTRACT ................................................................................................................................................ II
ACKNOWLEDGEMENT ............................................................................................................................. III
TABLE OF CONTENTS ............................................................................................................................... IV
LIST OF TABLES ......................................................................................................................................... VIII
LIST OF FIGURES ....................................................................................................................................... IX

CHAPTER ONE : INTRODUCTION

1.1 Introduction ........................................................................................................................................... 1
1.2 Problem Statement ................................................................................................................................. 3
1.3 Research Questions ............................................................................................................................... 5
1.4 Research Objectives ............................................................................................................................. 5
1.5 Scope of Study ....................................................................................................................................... 6
1.6 Significant of Study ............................................................................................................................... 6

CHAPTER TWO : LITERATURE REVIEW

2.1 Introduction ........................................................................................................................................... 7
2.2 Background of the Study ....................................................................................................................... 7
2.3 Web-based systems ............................................................................................................................... 7
2.4 Customer Relationship Management (CRM) ......................................................................................... 9
2.5 History of Customer Relationship Management .................................................................................. 14
2.6 Electronic Customer Relationship Management (E-CRM) ................................................................. 16
2.7 E-CRM Performance ........................................................................................................................... 19

CHAPTER THREE : RESEARCH METHODOLOGY

3.1 Introduction .......................................................................................................................................... 22
3.2 Awareness of Problem .......................................................................................................................... 23
3.3 Suggestions .......................................................................................................................................... 23
3.4 Development ....................................................................................................................................... 24
CHAPTER FOUR: SYSTEM ANALYSIS AND DESIGN

4.1 Introduction ............................................................................................................................ 26
4.2 System Analysis and Design ................................................................................................. 27
4.3 Unified Modeling Language (UML) ...................................................................................... 28
4.4 Functional Requirements ...................................................................................................... 28
4.5 Non-Functional Requirements ............................................................................................... 32
4.6 Use Case Diagram & Use Case Specification ........................................................................ 33
4.7 Activity Diagram .................................................................................................................. 47
4.8 Sequence Diagram ................................................................................................................ 56
4.9 Collaboration Diagram ......................................................................................................... 66
4.10 Class Diagram ..................................................................................................................... 71
4.11 Summary .............................................................................................................................. 72

CHAPTER FIVE: WEBSITE SYSTEM PAGES

5.1 Introduction .......................................................................................................................... 73
5.2 Login Page ............................................................................................................................. 73
5.3 Homepages ............................................................................................................................ 74
5.4 Administrator Page ................................................................................................................ 79
5.5 Adding New Users ............................................................................................................... 82
5.6 Update Companies Information .......................................................................................... 83
5.7 Update Job Seekers Information .......................................................................................... 84
5.8 Search for Jobs According to the Cities ............................................................................... 85
5.9 Search for Job Seeker .......................................................................................................... 86
5.10 Training Companies ............................................................................................................ 87
5.11 Jordanian Universities and Activities ............................................................................... 88
5.12 Conclusion .......................................................................................................................... 91
LIST OF TABLES

Table 4.1: System Functional Requirements .............................................................. 27
Table 4.2: System Nonfunctional Requirements ...................................................... 32
Table 4.3: Login Use Case Specification ................................................................. 36
Table 4.4: Show Training Companies Use Case Specification ................................. 37
Table 4.5: Search Jobs Use Case Specification ........................................................ 38
Table 4.6: Show job Use Case Specification ............................................................. 39
Table 4.7: Add and update Jobs Use Case Specification .......................................... 40
Table 4.8: Search for Job Seekers Use Case Specification ...................................... 41
Table 4.9: Add and Update Job Seekers Use Case Specification ............................. 42
Table 4.10: Open Company and civil institution Information Use Case Specification ... 43
Table 4.11: Add and update job Use Case Specification .......................................... 44
Table 4.12: Add and update user Use Case Specification ........................................ 45
Table 4.13: Add and Update Job seekers Use Case Specification ......................... 46
Table 4.14: Army institution Add job Use Case Specification ............................... 47
LIST OF FIGURES

Figure 3.1: Research Methodology Design .................................................................. 22
Figure 3.2: The Prototyping Processes .................................................................... 23
Figure 4.1: Admin Use Case Diagram ..................................................................... 34
Figure 4.2: Job Seeker Use Case Diagram ............................................................... 34
Figure 4.3: Company Use Case Diagram ................................................................. 35
Figure 4.4: University Use Case Diagram ............................................................... 35
Figure 4.5: Army Use Case Diagram ...................................................................... 36
Figure 4.6: Job Seeker Activity Diagram (1) ............................................................ 43
Figure 4.7: Job Seeker Activity Diagram (2) ............................................................ 44
Figure 4.8: Job Seeker Activity Diagram (3) ............................................................ 45
Figure 4.9: Job Seeker Activity Diagram (4) ............................................................ 46
Figure 4.10: Company and civil institution Activity Diagram (1) ......................... 51
Figure 4.11: Company and civil institution Activity Diagram (2) ......................... 52
Figure 4.12: University Activity Diagram .............................................................. 53
Figure 4.13: Admin Activity Diagram ................................................................... 54
Figure 4.14: Army institution Activity Diagram .................................................... 55
Figure 4.15: Job Seeker Sequence Diagram (1) ...................................................... 56
Figure 4.16: Job Seeker Sequence Diagram (2) ...................................................... 57
Figure 4.17: Job Seeker Sequence Diagram (3) ...................................................... 58
Figure 4.18: Job Seeker Sequence Diagram (4) ...................................................... 59
Figure 4.19: Company and civil institution Sequence Diagram (1) ...................... 60
Figure 4.20: Company and civil institution Sequence Diagram (2) ....................... 61
Figure 4.21: University Sequence Diagram (1) ..................................................... 62
Figure 4.22: Admin Sequence Diagram (1) ............................................................ 63
Figure 4.23: Admin Sequence Diagram (2) ............................................................ 64
Figure 4.24: Army institution Sequence Diagram (1) .......................................... 65
Figure 4.25: Job Seeker Collaboration Diagram (1) ......................................................... 66
Figure 4.26: Job Seeker Collaboration Diagram (2) .......................................................... 66
Figure 4.27: Job Seeker Collaboration Diagram (3) .......................................................... 67
Figure 4.28: Job Seeker Collaboration Diagram (4) .......................................................... 67
Figure 4.29: Company and civil institution Collaboration Diagram (1) ............................. 68
Figure 4.30: Company and civil institution Collaboration Diagram (2) ............................. 68
Figure 4.31: University Collaboration Diagram ............................................................... 69
Figure 4.32: admin Collaboration Diagram (1) ............................................................... 69
Figure 4.33: Admin Collaboration Diagram (2) ............................................................... 70
Figure 4.34: Army institution Collaboration Diagram ...................................................... 70
Figure 4.35: Class Diagram ............................................................................................ 72
Figure 5.1: Default page for Admin ................................................................................. 75
Figure 5.2: Default page for Army ................................................................................... 76
Figure 5.3: Default page for Companies .......................................................................... 77
Figure 5.4: Default page for Student ............................................................................... 78
Figure 5.5: Default page for University .......................................................................... 79
Figure 5.6: Admin Add New Jobs .................................................................................... 80
Figure 5.7: Admin Add New Users .................................................................................. 81
Figure 5.8: Gender ........................................................................................................... 94
Figure 5.9: Age .................................................................................................................. 94
Figure 5.10: Education ...................................................................................................... 95
Figure 6.1: Questionnaire part (1) .................................................................................... 96
Figure 6.2: Questionnaire part (2) ................................................................................... 96
Figure 6.3: Results (1) ...................................................................................................... 98
Figure 6.4: Results (2) ...................................................................................................... 98
Figure 6.5: Trustworthiness Chart ................................................................................... 99
Figure 6.6: Usefulness Chart ........................................................................................... 99
Figure 6.7: Ease of Use Chart .......................................................................................... 100
Figure 6.8: Website Capabilities Chart ........................................................................... 100
CHAPTER ONE
INTRODUCTION

1.1 Introduction

Jordan is one of the countries that has a high level line on the chart of students graduations and also on the same side there is a negative part that there is a large number of unemployed citizens, as in earlier investigations the unemployment rate in the first of 2011 is (11.9%) and kept going on until it reached (13.4%) in the first and second quarter of 2012, according to the department of statistics (Statistics, 2011) and coming to a level that there is no way a traditional order to solve this problem for this amount of people unemployed, and when we talk about the service provided to the specialist offices to resolve this situation is that they are using old methods and traditional ways to send a declaration of citizens who have graduated recently or even in the past and that through the newspapers, or other non-systematic, so that this means there are a few very effective in solving this amount of people out of work and rarely achieve what they want because there is a lack of communication between these offices and graduated citizens.

These employment offices play a key role in the management of giving people what they want from different services and objectives to be accomplished. So the Customer Relationship Management (CRM) manages the assessment and collection of integrity and wishes of the recruitment of the students. This has been the backbone of the Jordanian Universities, organizations are seeking a successful relationship with customers, and they worked hard to earn this kind of relation, because organizations cannot exist without customers.

According to (Kettinger & Mahadevan, 2011) pointed that customers satisfaction is one of the most important principles for any organization. According to the situation in Jordan Employment
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