

WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT

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**UNIVERSITI UTARA MALAYSIA
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WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT

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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ABSTRAK

Projek ini bertujuan untuk membangunkan satu prototaip bagi aplikasi Pengurusan Perhubungan Pelanggan (Customer Relationship Management atau CRM) di dalam web untuk e-dagang syarikat. Aplikasi ini diharap boleh membantu memenuhi permintaan maklumat oleh agen jualan untuk mengautomatikan jualan, pemasaran, khidmat dan sokongan pelanggan. CRM atau lebih dikenali sebagai eCRM adalah satu infrastruktur untuk mewujudkan kesetiaan pelanggan dan mengekalkan hubungan yang baik dengan pelanggan. Pengimplementasian CRM mempunyai kesan yang amat besar kepada perkembangan organisasi di arena perniagaan yang penuh dengan persaingan. Justeru itu, syarikat GainKnowledge.com yang berorientasikan e-dagang telah diwujudkan untuk menunjukkan bagaimana CRM boleh membantu meningkatkan penjualan peralatan e-buku secara berkesan dengan mengekalkan pelanggan lama sambil menarik pelanggan baru. Projek ini dibangunkan berdasarkan metodologi *User Centered Design* dan *CRM Web based development* metodologi. Bagi membina system ini, dua platform telah digunakan: platform maklumat pelanggan and platform interaksi pelanggan. Akhir sekali, projek ini membincangkan tentang pencapaian, kekangan dan cadangan untuk masa depan.

ABSTRACT

The aim of this project is to develop a prototype of Web-based Customer Relationship Management (CRM) application for an e-commerce company. This application will help to assist in meeting the information requirements of the sales agents in e-commerce business to automate sales, marketing, customer service and support. CRM or more specifically eCRM is basically the infrastructure for creating customer loyalty and ultimately, establishing and maintaining a one-to-one relationship with customers. If implemented appropriately, CRM can have a profound impact on an organization's survival and growth in this competitive business world. Hence, GainKnowledge.com, an e-commerce based company was virtually created to demonstrate on how CRM can help in selling e-book devices efficiently by retaining the old customers and attracting new customers. This application has been developed using User Centered Design and CRM Web based development methodologies. In order to build this system, two platforms were used; there are customer information platform and customer interaction platform. Finally, this project discusses some fulfillments, constraints and recommendations for future development of CRM system.

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TABLE OF CONTENTS

	PAGE
PERMISSION TO USE	i
ABSTRAK	ii
ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	ix
LIST OF TABLES	xi

CHAPTER 1: INTRODUCTION

1.1	Project Background	1
1.2	Company Background	2
1.3	CRM Overview	3
	1.3.1 Brief History of CRM	4
	1.3.2 Why CRM is Necessary?	5
	1.3.3 Market Leader	6
	1.3.4 The Future of CRM	7
1.4	Problem Statement	8
1.5	Objective of Studies	9
1.6	Methodology	11
1.7	Project Scope	12
1.8	Project Outline	13
1.9	Summary	14

CHAPTER 2: LITERATURE REVIEW

2.1	Introduction	15
2.2	CRM Concept	16
2.3	Categories of CRM Application	21
2.3.1	Web-Based CRM Application	21
2.3.2	CRM Software Application	22
2.3.3	Call Center CRM Application	23
2.4	Importance and Functionality of CRM	24
2.4.1	Importance of CRM	24
2.4.2	Functionality of CRM	29
2.5	CRM Evolution	32
2.6	CRM Strategies	36
2.7	Summary	39

CHAPTER 3: METHODOLOGY

3.1	Introduction	41
3.2	User Centered Approach	43
3.2.1	Collection Of Data	44
3.2.2	Market Definition	45
3.2.3	Task Analysis	48
3.2.4	Competition Evaluation	55
3.2.5	Design and Prototyping	56
3.2.6	Evaluation & Testing	58
3.2.7	Benchmark Assessment	59
3.3	CRM Web-based Development Methodology	59
3.3.1	Assessment Phase	60
3.3.2	Planning Phase	62
3.3.3	Design Phase	63

3.3.4	Development Phase	67
3.3.5	Implementation	67
3.4	Model Development	68
3.4.1	Customer Interaction Platform	69
3.4.2	Customer Information Platform	71
3.4.3	IT Interface Infrastructure	71
3.5	Summary	72

CHAPTER 4: SYSTEM ARCHITECTURE

4.1	Introduction	73
4.2	Customer Relationship Architecture	74
4.3	CRM Business Model	78
4.3.1	Accessing Information of e-book devices.	79
4.3.2	Gathering Customer Details	80
4.3.3	Gathering Customer Response	80
4.3.4	Call Center	81
4.3.5	Chat	81
4.4	Conceptual Database Design	81
4.4.1	Entity Relationship Diagram	82
4.4.2	Data Flow Diagram	89
4.5	Web Site Design	92
4.5.1	Navigation	95
4.5.2	Linking: Text, Buttons and Icons	96
4.5.3	Page Types and Layouts	97
4.5.4	Text	98
4.5.5	Colors, Images and Background	98
4.6	Database Access	99

4.7	Infrastructure and Tools of CRM Architecture	101
4.7.1	Microsoft Internet Explorer 5.0: Web Client	102
4.7.2	Microsoft Personal Web Server: Web Server	103
4.7.3	Microsoft Active Server Pages: Script	104
4.7.4	Microsoft Access 2000 : External Database	105
4.7.5	Database Connections	106
4.7.6	Microsoft FrontPage2000	107
4.7.7	Flash 5 and ADOBE Photoshop 5.5	108
4.6	Summary	108

CHAPTER 5: IMPLEMENTATION AND EVALUATION

5.1	Introduction	109
5.2	Components of the CRM Development Model	110
5.3	Evaluations of the System Design	118
5.3.1	System Requirements Testing And Results	119
5.3.2	Evaluation	121
5.4	Summary	122

CHAPTER 6: CONCLUSION

6.1	Introduction	123
6.2	Fulfillment of Issues	124
6.3	Limitation and Problem Encountered	126
6.4	Suggestions	128
6.5	Conclusion Remarks	129

BIBLIOGRAPHY

APPENDICES

LIST OF FIGURES

Number	Title	Page
Figure 2.1	Customer Platform	17
Figure 2.2	Total CRM Software Market	28
Figure 2.3	Functionality of CRM	32
Figure 2.4	Economy Goals in Past and Future	35
Figure 2.5	Integration of People, Information and Technology	39
Figure 3.1	Integration of UCD and CRM Web-based Development Methodology	42
Figure 3.2	Task and Subtask Analysis	51
Figure 3.3	The Prototype Process	57
Figure 3.4	CRM Web-based Development Model	60
Figure 3.5	CRM Development Model	70
Figure 4.1	Four Process of CRM	75
Figure 4.2	Functional Components of a CRM Architecture	76
Figure 4.3	GainKnowledge.com E-commerce Business Architecture	79
Figure 4.4	GKED's Entity Relationship Diagram	83
Figure 4.5	GKED's Data Flow Diagram (DFD)	90
Figure 4.6	Flow Chart of GKED Web Site	94
Figure 4.7	Navigation Bar	95
Figure 4.8	Graphic Text Links	97
Figure 4.9	Graphic Push Button	97
Figure 4.10	Examples of Icon Used in The Site	97

Figure 4.11	An example of Login Page	100
Figure 4.12	An example of Main Page	101
Figure 4.13	System Architecture of a Web-Based Database System	102
Figure 4.14	Elements of ASP	105
Figure 5.1	Customer Service Web Page	112
Figure 5.2	GKED Homepage	113
Figure 5.3	Sales Detail Web Page	115
Figure 5.4	Customer Contact Web Page	116
Figure 5.5	Inventory Web Page	117

LIST OF TABLES

Number	Title	Page
Table 2.1	Road to Customer-centric CRM	35
Table 3.1	Marketing Value	48
Table 3.2	Data Gathering	61
Table 5.1	CRM Integration Requirements and Actual System Performance	119

CHAPTER ONE

INTRODUCTION

1.1 Project Background

This project is initiated upon the request of course TZ6996 as one of the graduation requirements of MSc(IT). The aim of this project is to assist in meeting the information requirements of the sales agents in e-commerce by using Customer Relationship Management (CRM) system to automate sales, marketing, customer service and support.

For the purpose of this study, an e-commerce company was virtually created to show how CRM can help them selling their products efficiently by retaining the old customer and attract the new customers. Named by GainKnowledge.com this company selling e-book devices online in the Internet.

The contents of
the thesis is for
internal user
only

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