

WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT

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**UNIVERSITI UTARA MALAYSIA
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WEB-BASED CUSTOMER RELATIONSHIP MANAGEMENT

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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 mengautomatikkan 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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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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