

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

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

**A report submitted to Dean of the Awang Had Salleh 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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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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