1. Abstract

The Internet has changed the traditional business model of organisations. In today’s competitive global environment, organisations must do everything to seek new customers and, more importantly, retain profitable, loyal customers. Now, customers are demanding the information via internet, wireless, mobile and PDA technologies (e-CRM). (e-CRM) emerges from the Internet and web technology to facilitate the implementation of CRM; it focuses on Internet- or web-based interaction between companies and their customers. Researchers have taken different approaches and focused on a variety of aspects in investigating satisfaction with consumer-based electronic commerce. This research seeks to fulfil literature void with regarding to have a better understanding of how the Implementation of e-CRM enhances Customer satisfaction and deals with recent technology. The purpose of this research is to propose a model of customer satisfaction by integrating issues from e-CRM and marketing.

Keywords:
CRM, e-CRM, information systems, E-commerce, Customer Satisfaction.
2. Introduction

The shift from a product-focused business strategy to a customer-focused strategy has been a major transformation agent in companies recently. Many companies have invested heavily in technologies enabling a customer-focused relationship marketing strategy. Nowadays, customers are more demanding, more knowledgeable, and require more attention. Increasingly, firms are shifting their focus to the customer, thus the rising importance of customer relationship management (CRM).

Customer relationship management is a comprehensive business and marketing strategy that integrates technology, process, and all business activities around the customer (Anton, 1996; Anton & Hoeck, 2002).

With the rapid growth of electronic business and rise of Internet-based services, the internet has provided a platform to deliver CRM functions on the Web; hence a new concept is born: e-CRM (Electronic customer relationship management).

e-CRM emerges from the Internet and web technology to facilitate the implementation of CRM; it focuses on Internet- or web-based interaction between companies and their customers. (Rosenbaum & Huang 2002) argue that the main driver for e-CRM adoption seems to be a commonly shared belief that it improves customer loyalty and retention through the enhancement of customer satisfaction, as customer satisfaction is one of the more immediate objectives of e-CRM.

Satisfaction is one of the most important consumer reactions in internet shopping, and its importance is reflected in the ability to help build up customer loyalty, lead to repeat purchases (Anderson & Srinivasan 2003), and improve the company’s market share and profitability (Reichheld and Schefter 2000).

Literatures indicate that 100% of large firms have already connected to the Internet. On the other hand, the Internet involvement rate of small and medium sized enterprises (SMEs) seems to be very low compared to large firms. Several studies show that not all SMEs are connected to Internet. For instance, a SMEs survey conducted by Pratt (2002) found that many SMEs are reluctant to conduct transactions online; more than 80% are only using the Internet to communicate (via email) and gather business information.
Since SMEs can also take benefits from applying e-CRM as same as large firms, it is interesting to examine the level of e-CRM adoption among SMEs. Several questions can be addressed to underlie the present research. Do the SMEs management teams realize the availability of e-CRM system? What are the reasons to adopt or not adopt e-CRM? Do the management characteristics influence the intention to adopt e-CRM? Do the firm characteristics relate to the level of e-CRM adoption? And what perceptions management has toward the functionality and benefits of e-CRM system?

This research seeks to fulfil literature void with regarding to have a better understanding of how the Implementation of e-CRM enhances Customer satisfaction and deals with recent technology. The focus of this study will be on UK B2C SMEs.

3. Research Design and Methodology

Quantitative method will be used for this research. The research technique will be used is survey. Nonetheless, qualitative method is also used to describe and discuss the finding of the study.

3.1. Data Collection Tool

The survey questionnaire will be developed based on the theories of e-CRM Implementation, A brief definition of e-CRM as an innovation instrument of e-commerce technologies will be provided for respondents. The questions will be designed to cover general background information of the Customer Satisfaction in relating to e-CRM involvement as well as the needed information originated from theoretical framework.

3.2 Analysis of empirical data

The data will be coded and analyzed by using statistical software program, SPSS. The confidence level of 95% is commonly used and accepted in most researches. This research will use the same confidence level found in previous researches. Since this research is mainly quantitative, it is necessary to determine what statistical techniques will be used. Basically, descriptive statistic will be used to present the characteristics and frequency distribution of examined variables. It will be used in this research to provide a general overview of variables being studied.
4. Conclusion

e-CRM emerges from the Internet and web technology to facilitate the implementation of CRM; it focuses on Internet- or web-based interaction between companies and their customers. Satisfaction is one of the most important consumer reactions in internet shopping, and its importance is reflected in the ability to help build up customer loyalty, lead to repeat purchases and improve the company’s market share and profitability.

This research seeks to fulfil literature void with regarding to have a better understanding of how the Implementation of e-CRM enhances Customer satisfaction and deals with recent technology. The purpose of this research is to propose a model of customer satisfaction by integrating issues from e-CRM and marketing.

5. Bibliography

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