A REVIEW OF CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM BENEFITS AND IMPLEMENTATION IN SMALL AND MEDIUM ENTERPRISES

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Abstract

Customer Relationship Management (CRM) systems are very common in large companies. However, CRM systems are not very common in Small and Medium Enterprises (SMEs). Most SMEs do not implement CRM systems due to several reasons, such as lack of knowledge about CRM or lack of resources or expertise to implement CRM system. SMEs have to start implementing Information Systems (IS) technology into their business operations in order to improve business values and gain more competitive advantage over rivals. CRM system has the potential to help improve the business value and competitive capabilities of SMEs. Most SMEs do not realize the potential and benefits that CRM system can bring, and there are so many options available now for them to implement CRM system. In this paper, the reasons why SMEs do not implement CRM system, the benefits of CRM system to SMEs and the methods to implement CRM system in SMEs will be studied and examined using related works. The contributions are to create more awareness among SMEs about the benefits of implementing CRM system and to give more insight of successful implementation of CRM system in SMEs.

Keywords: Customer Relationship Management (CRM) system, Small and Medium Enterprises (SME), CRM benefits, CRM implementation, CRM definition, CRM Options