THE INFLUENCE OF E-CRM ON THE CRM OBJECTIVES: A TIMELINE OF CHANGES

Muhammad Razi, Haworth College of Business, Western Michigan University, Kalamazoo, MI 49008, 269 387 5524
J Michael Tarn, Haworth College of Business, Western Michigan University, Kalamazoo, MI 49008, 269 387 5409

ABSTRACT

Electronic customer relationship management (E-CRM) is the application of Internet-based communication technologies and platforms to achieve CRM objectives. Businesses see opportunities for better, faster, and cheaper communications with customers and potential for improved customized service. This research examines the influence of e-CRM on the CRM objectives by analyzing the e-CRM initiatives at a Fortune-500 company in the US. The objective is to identify the chronological adaptation in CRM approach with technology and identify major influencers of e-CRM which help organizations formulate better CRM strategies for their customers.

REFERENCES

Available from authors upon request.