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| Independent Study Title | The Study of Organizational Performance towards Customer Relationship Management System Implementation Case Study Financial Services Companies |
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| Academic Year | 2009 |

Abstract

Nowadays, several organizations have a firm belief that the adoption of Customer Relationship Management (CRM) in their strategic plan will enhance their competitive advantage. As a result, there has been a rising trend in the implementation and utilization of CRM system. Previous studies showed that Financial Service Industry is the most active consumer of the CRM system due to a high competitive nature to stay ahead of its rivals.

This independent study is both a qualitative research gathered through a series of in-depth interviews with various department managers and a quantitative research utilizing questionnaires to understand the perception of existing CRM users towards four conceptual frameworks; Business Process Re-engineering, Organizational Learning, Relationship Quality and Organizational Performance. Independent Sample T-Test and Multiple Regression Analysis were carried out to define the factors which affect the Organizational Performance of the selected organizations.

The outcome of the study found that Business Process Re-engineering and Organizational Learning were the key factors influencing Relationship Quality and Organizational Performance. In addition, the study was to provide recommendations on

how to seamlessly integrate the organization's business processes with a CRM system in order to achieve positive Organizational Performance.