

CRM FACTORS ASSESSMENT USING ANALYTIC HIERARCHY PROCESS

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Abstract

Customer relationship management (CRM) has become a key strategic tool for many companies, especially in the current competitive environment. Customer relationship management is a relatively young and new approach not only in the world but mainly in the Czech Republic. It provides appropriate support for the management and efficient product and service offer to existing corporate customers. The goal of CRM is to build and active management of customer relationship. If a company decides to implement CRM systems, it is expected that this system will bring benefits. These benefits should lead to maintain or increase current turnover and profit. These factors are not among the objectives of the implementation of CRM systems, but the benefits resulting from its successful use. CRM brings measurable benefits and effects that can be observed only after a certain time, but also benefits manifested immediately after the implementation of CRM systems (Finnegan, Willcocks, 2011; Goldenberg, 2008). After the company implement specific CRM system is a matter of most of them, how to measure and evaluate the level of the implemented system.

The aim of this paper is to analyze the degree of factors' influence that affect the performance measurement of CRM systems using AHP method. Within the hierarchical structure of decision-making factors of CRM systems implementation are evaluated in six key areas: quality of customer information, support of CRM systems, effects of the CRM system implementation, customer satisfaction, profitability and processes. There has been setting up the evaluation matrix, which served as a basis for personal interviews, based on the identification of key areas and factors. Expert sample consisted of 5 selected managers of B2B companies in the Czech Republic. The purpose of these interviews was to determine the weights of individual criteria and sub-criteria using Saaty's method of pairwise comparison. The preliminary results suggest that the most influential factor is increase in sales to existing customers on the other hand investment support by the company management to further expansion of CRM does not play significant role in CRM systems evaluation.

Keywords: MADM methods, Analytic hierarchy process (AHP), Criteria, CRM, Factors evaluation