

Registrar's Executive Assistance (REA) a Customer Relationship Management System or not?

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ABSTRACT

One of the aims of CRM (customer relationship management) is to retain and gain more customers. The understanding of how to manage customer relationship effectively has become an important topic in every environment. This study investigates and analyses the effectiveness and reliability of REA (Registrar's Executive Assistance) as a customer relationship management system. Data was collected by using an interview, observation and survey techniques with the students, parents and evaluators. Analysis of data was done using sampling techniques. The result of the study shows that REA (Registrar's Executive Assistance) is an effective and reliable CRM (customer relationship management) which can be adopted at the registrar's office. The knowledge and understanding of CRM of registrar's staff and leadership of the administrators in awareness of service focuses on customer relationship is a key to registrar's success in winning more customers. Suggestions for academic registrar on the implementation of REA are (1) it should be continuously used using a higher computer specification, (2) it should be adopted by the ITS department for proper maintenance.

Keywords: Customer Relationship Management, CRM, Effective customer relationship, Executive Assistance, Marketing Strategy, Queuing Processing,

INTRODUCTION

Staffware (2000) define CRM as one of the most successful tool used by modern companies in order to win customers. CRM has been consistently demonstrating the ability to identify, understand and cater to the needs and demands of quality customers.

Customers have become crucial for every organization. Company finds ways of satisfying customers through innovative strategy management service called CRM or customer relationship management. Porter (2013) says that a company must determine on to what extent his/her customer will be satisfied. Customer satisfaction includes product and services that provide high levels of values for a guaranteed money back service. Lyon (2013) states that customer is a part of every purchase and interaction with internal and external contacts.

Customer relationships have been increasingly and carefully studied in academics as part of marketing strategy to serve customers better. Transforming enterprises to become customer-centric while still expanding revenue and profit is one of the hottest strategy in business today (Kim, 2003) often known as Customer relationship management (CRM). It entails all aspects of interaction that a company has with its customer. It has been thought as a business strategy that enables business to understand, retain, and even attract new customers. Kim (2003) states that CRM essence is to change organization from products – centric to customer – centric philosoph which will help company not only to deploy technology with a vast number of databases that could extract volume of files but to have a data mining.

CRM is considered one of the most important targets in about 60% of the projects around the world (Soliman, 2011). In the current organizational environment, customers are crucial elements and place at the central marketing actions. CRM processes are the organizational activities that notice the management of the customer relationships, its activities, its measurements and strategy that helps the organization to identify the most profitable customers and prospects and allocation of resources which will customized services based on its customer demands. CRM currently means different things to different people. Industry experts, software developers and business consultant may each present a slightly different vision of CRM.

Another important question in the implementation of the CRM is its effect on organizational performance. An understanding of how to manage customer relationship has become an important topic for both academicians and practitioners in recent years (Hoyer, 2014). Staffware (2000) CRM focuses on the inclusion of customer in software development and its ability to handle customers based on their needs and satisfaction.

Shavazi (2013) pointed out that due to competitiveness; CRM is one of the important business strategies for companies. Businesses today realize that one of the key successes in the competitive marketplace is effective customer management. Companies see customer relationship as a strategic advantage and have invested a lot of effort in making sure that CRM is high priority on the list (Bashkaran). Hoyer (2004) proved that CRM should be placed in any servicing department catering hundreds of queries within a day. Proper management is a key to success. Despite of many advantages if implementing CRM and managing it there is an ease of work operation, cost reduction and increase in customer retention on a company (Soeini).

Registrar's Executive Assistance (REA) an IT technology applied at the University Registrar's office in University of Perpetual Help System – Laguna is an example of Operational CRM which change the manual management of customer's in terms of queuing, submission of requirements and releasing documents. The system deals with the design, planning and implementation of day to day business by automating all processes associated with

customer relation. Its main task is to support customers on the basis of information from the central CRM databases system.

The system have a two lines (1) requesting/claiming credentials the requests under the requesting and claiming have a long procedures before the Registrar’s office release the documents requested, (2) other services – this is a express lane for short transactions such as getting forms of change of grades, change of course, completion form and other services that the Registrar’s office offered.

This includes building and maintaining relationships by delivering superior customer value and satisfaction. For example, REA process customer on a first come first serve basis and based on its stakeholder category and request. If an evaluator of a particular college does not have a customer and the other have plenty on its queue, the system will automatically route the client to the other evaluator.

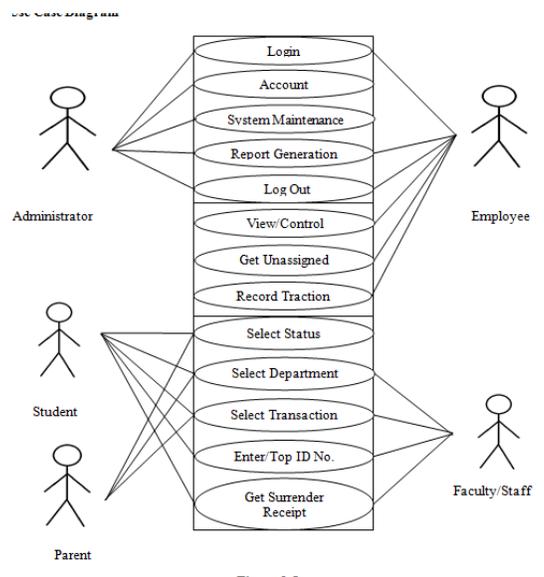


Figure 2.0: The Stakeholder’s of REA and their executive functions to the system

There are five beneficiaries of the system. First is the (1) administrator who has the access to all buttons as well as the database, (2) the employee – that will handle the queue of his/her designated department such as department of computer studies, college of arts and science and others, (3) faculty, (4) student, (5) parent are the main stakeholders of the system but each of the said stakeholders have a limited requisition such as the student can request his/her credentials, claiming of the chosen credential and other services. Also, the parent is same as the student but not all the transactions the parent can request there are instances that the student will have to request a particular requisition rather than parent. The faculty needs to follow the process of the system when submitting records for the students.

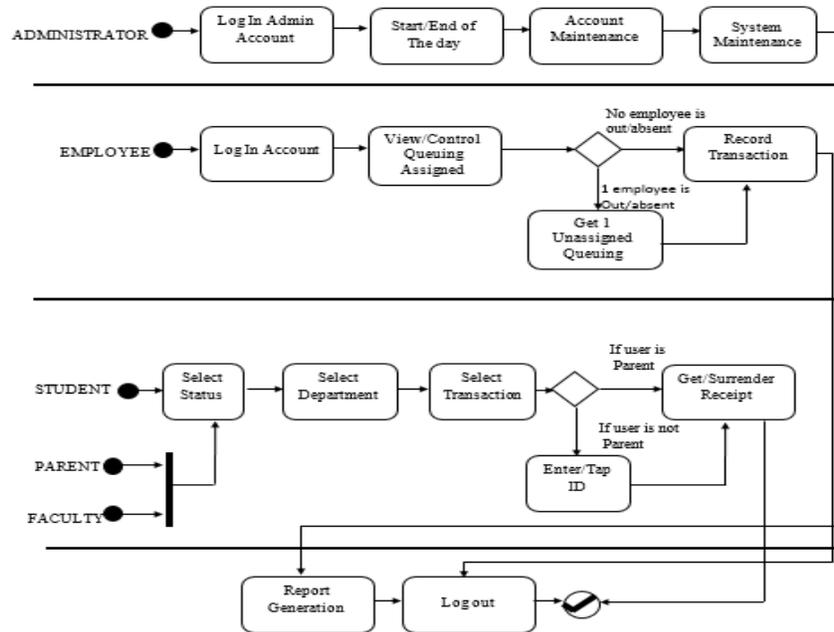


Figure 3.0: Registrar's Executive Assistance Process

The proposed system have a two lines (1) requesting/claiming credentials the requests under the requesting and claiming have a long procedures before the Registrar's office release the documents requested, (2) other services – this is a express lane for short transactions such as getting forms of change of grades, change of course, completion form and other services that the Registrar's office offered.

Theoretical Foundation of the CRM Process: CRM stands for Customer Relationship Management. It is a technology that provides a means of better way of serving customers. Rouse (2006); define CRM as an information industry term for methodologies, software and usually internet capabilities that help an enterprise manage customer relationships in an organized way. Kotler (2003) says that customer relationship marketing, in practice involves the purchase of hardware and software that will enable a company to capture detailed information about individual's customers that can be used for better target marketing. Singh (2011) pointed out that CRM is directly related to satisfactions of customer's needs. CRM takes care of expectations of the customer and about how and what a product is presented to the customer. In addition to that Balaram (2009) says that presently many managers regard CRM as a database application of software solutions and try to adopt it to become an agile company, But not all environment can adapt CRM as technology, some of the company extended its scope. CRM is a strategy for managing all company's interaction with current and prospective customers. It enables company to increase productivity, create more businesses and improve customer satisfaction and retention. Burnham (2010) agreed to Balaram (2009) that CRM system allows businesses to manage business relationship and data and information associated with office procedures and management system.

There are real business benefits associated with improving customer relationships and offering great service. Research in the U.S.A and other Asian countries is a proof that most of companies as of today's date uses CRM as part of their daily operation. With the aid of CRM, a company can (1) find and engage with customers and prospects based on their needs and satisfaction (2) give customer loyalty and (3) ensure customers are treated fairly and issues are resolved quickly.

Connick (2009) supported sales force company in their investigation with the use of CRM as technology factor of an environment, in his paper “What is CRM?” he pointed out that one of the success of any business is the CRM, it put everything in management information system procedure into a fully automated manner. CRM software can help by storing all information in an easy access format using a typical CRM program. Petersen (2012) stated that the purpose of a business is to create and keep a a customer. The main areas of focus of CRM are (1) customer, (2) relationship and the (3) the management of relationship. Groonos (2009) supports Peterson (2012) and Connick (2009) that CRM processes should support the basic steps of customer life cycle which is (1) attracting present and new customers, (2) acquiring new customers, (3) serving the customers, and (4) retain customer.

With the aid of adopting CRM processes a company can (1) Develop better communication channels, (2) Collect customer related data, (3) Create detailed profiles of individual customers, (4) Increased customer satisfaction, (5) Access to customer account history, order information, and customer information at all touch points, (6) Identify new selling opportunities, (7) Increased market share and profit margin, (8) Increased revenues, (9) More effective reach and marketing, (10) Improved customer service and support, (11) Improved response time to customer requests for information, (12) Enhanced customer loyalty, (13) Improved ability to meet customer requirements, (14) Improved quality communication and networking, (15) Reduced costs of buying and using product and services and (16) Better stand against global competition.

Kotler (2003) pointed out in his paper customer relationship management that CRM is widely spread and had been talked by the business environment nowadays. Fagan (2014) specified that a company must enter the “age of the customer” in providing services. In her paper entitled “Top 8 in customer service”, she pointed out different trends in communicating and providing services to the customer, this includes (1) chat room with an administrator that could easily answered customer query, (2) a mobile first mind set application, (3) rely on outbound communications to keep customer in the loop, (4) Deliver consistent knowledge strategy across all touch points (emails, web, self –service, live chat), (5) use decisioning to power offers, actions and connections, (6) Listen to your customers and act on their insights, (7) realize than an improved agent experience leads to better customer satisfaction outcomes and (8) cloud deployments are increasing because they increase business agility.

Dutta (2012) provides a research in trends in customer service in a multi-channel edition that most of the customer needs satisfaction in order to gain retention and loyalty. Meeting customer requirements provides pressures but with the aid of CRM software it lessen the weight and gain loyalty. He also pointed out that rising CRM would mean a we servicing department, mobile application, social media, live char, email, self-service or voice activated query answer and a good live chat.

CRM system can be extremely useful for both small and large business where customer management is fully concerned. The different types of CRM systems share the common goal of creating opportunities through the use of technology, to improve quality of service a business provides to current and prospective customers. CRM systems falls into the category of sales, marketing, customer service, and accounting databases that create a single comprehensive tool that will surely satisfy customers.

Pope (2013) posted in her website few good CRM tools and solutions that could be a great help in providing solution to the customers satisfaction’s and these are (1) civiCRM, an open source, web based CRM system offered for download at no charge (2) salesforce, a

CRM platform used widely in the for profit world. The company offers more than 10 user licenses of the enterprise edition, it provides CRM solution for both small and large business, (3) sugarCRM, also an open source, web based CRM system designed for for-profit business, (4) MicrodynamicsCRM is the software giant's answer to integrated CRM system and is designed to be an all-in one database accommodating all of an organization's needs.

Selecting a software package for a company is not an easy decision; there are lot of factors to consider. Collaboration and feedback should take into consideration before buying, developing or deploying one. DbPros, a database and business consulting gives an insight on how CRM should be evaluated before deployment should took place. The websites contains ten (10) criteria that should be considered before adaptation of CRM took place.

Likewise, ZOHOCRM websites identifies major points that could guide in evaluating CRM systems based on its operations. The blog contains similar factors in ISO 9126 that is used in evaluating software and its performance to the companies' operations, its effectiveness and reliability in providing a good CRM.

Licata (2013), make use of ZOHOCRM and dbPros evaluation techniques in evaluating CRM in their organization. The blog shows that the CRM evaluation should be based on how it has been used in the company, module by module and not as a whole. For most of the part of the CRM tools could be implemented or not within the environment.

This study focus on determining registrar's evaluator performance in terms of customer satisfaction based on (1) serving customer on a first come first serve basis, (2) providing service to customer in terms of pre-identified services needed and (3) organizing the flow / traffic of customers through the use of CRM software REA. .

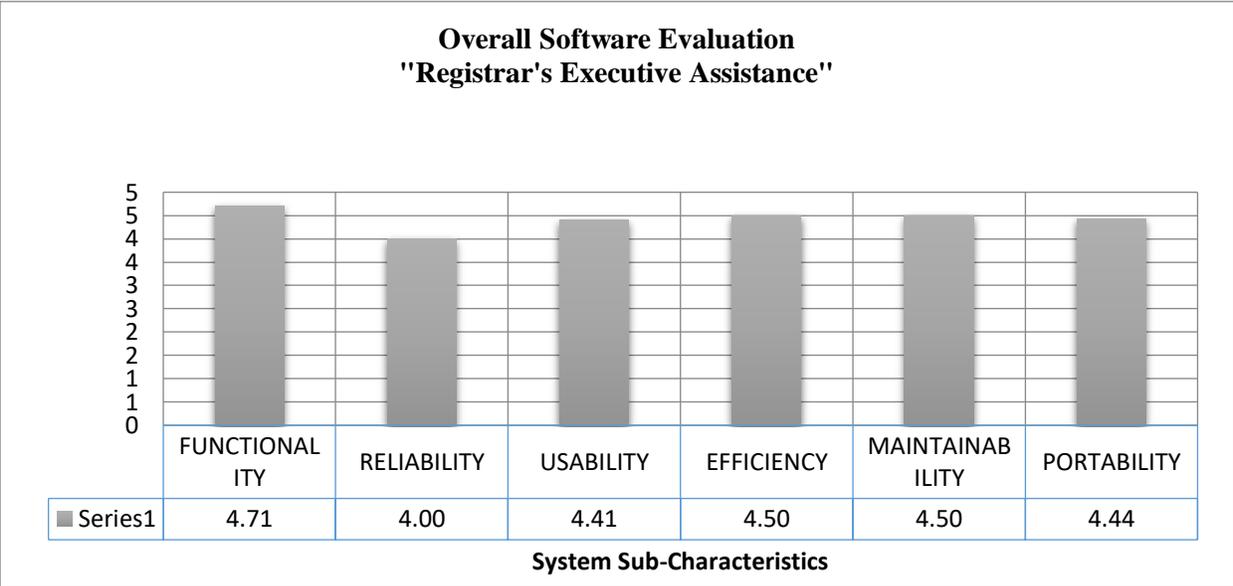
Methods

Sampling Method is used in this study by using structured questionnaire. The population of this study comprised of forty (40) students, five (5) evaluator or registrar's staff, five (5) parents and (2) IT professionals. The study uses the ISO 9126 – Software Quality Characteristics Questionnaires are distributed to the stakeholders to analyse the data. A Structural Equation Modelling (SEM) technique was utilized to perform the required statistical analysis of the data from the survey. Exploratory factor analysis, reliability analysis and confirmatory factor analysis to test for construct validity, reliability, and measurements loading were performed. Having analysed the measurement model, the structural model was then tested and confirmed.

The statistical package for the social science IBM SPSS was used to analyse the preliminary data and provide descriptive analysis for means, standard deviations and frequencies was used in the study.

RESULTS AND DISCUSSION

The following graph will present the weighted means by the respondents on each question of the six categories of questionnaire.



Graph 1.7 Evaluation result of the Overall System Evaluation of the proposed system

The overall result of the system evaluation reflects the evaluation conducted and as the results shows the highest system characteristic is the Functionality of the system which have a mean score of 4.71 in scale while the lowest of all characteristic is Reliability which got a mean score of 4.00 in scale. This means that based from the respondents who tested the system, the Maintainability of the system Registrar’s Executive Assistance passed as a Customer Service Management System.

Recommendation

Suggestions for academic registrar on the implementation of REA are (1) it should be continuously used using a higher computer specification, (2) it should be adopted by the ITS department for proper maintenance.

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