

# 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 the 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) that 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 focus on customer relationship is a key to registrar's success in winning more customers. Suggestions for the 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*

