

# **Customer Relationship Management In e-Business**

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## DECLARATION

I hereby declare that the work reported in this thesis entitled **Customer Relationship Management in e- Business** submitted to Office of The Dean, Faculty of Management, Tribhuvan University is my original work done in the form of partial fulfillment of the requirements for the degree of Master of Business Studies (MBS) under the supervision of Dr. Bhoj Raj Aryal, Central Department of Management, Tribhuvan University.

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# TABLE OF CONTENTS

<b>CONTENTS</b>	<b>PAGE</b>
RECOMMENDATION	
VIVA – VOCE SHEET	
ACKNOWLEDGEMENT	
DECLARATION	
TABLE OF CONTENTS	
LIST OF TABLES	
LIST OF FIGURES	
ABBREVIATIONS	

## CHAPTER -I

<b>INTRODUCTION</b>	<b>1-9</b>
1.1 General Background	1
1.2 Working of e Business	2
1.3 Historical Background of CRM	3
1.4 Introduction to the Organization under study	4
1.5 Statement of Problem	5
1.6 Objective of the Study	7
1.7 Limitation of the Study	7
1.8 Significance of the Study	7
1.9 Organization of the Study	8

## CHAPTER-II

<b>REVIEW OF LITERATURE</b>	<b>10-48</b>
2.1 Introduction to CRM	10
2.2 Review of CRM Objective	18
2.3 Review of Management of Customer Relationship	21
<i>2.3.1 The ideal CRM organization</i>	22

2.3.2 <i>Ten ways to initiate or improve CRM</i>	25
2.3.3 <i>CRM initiatives</i>	27
2.3.4 <i>Internet customer interaction</i>	32
2.3.5 <i>Multi-channel customer contact</i>	33
2.3.6 <i>CRM Evaluation</i>	35
2.3.7 <i>Supply chain and logistic functions measures</i>	40
2.3.8 <i>Web site measures</i>	41
2.4 Review of Master Degree Thesis	42
2.5 Emerged Frame of Reference	46
2.6 Research Gap	47

## **CHAPTER- III**

<b>RESEARCH METHODOLOGY</b>	<b>49-55</b>
3.1 Introduction	49
3.2 Research Design	49
3.3 Research Approach	49
3.4 Research Strategy	50
3.5 Source of Data	51
3.6 Data Collection Method	52
3.7 Sample Selection	53
3.8 Presentation and analysis of Data	54
3.9 Research Quality	55

## **CHAPTER- IV**

<b>PRESENTATION AND ANALYSIS OF DATA</b>	<b>56-93</b>
4.1 Briefing of CRM in e Business	56
4.2 Case Study-Thamel.com	57
4.2.1 <i>Company Presentation</i>	57
4.2.2 <i>Market Overview</i>	58
4.2.3 <i>Current Data Flow Diagram of thamel.com</i>	58
4.2.4 <i>How can thamel.com's CRM objectives be described?</i>	59
4.2.5 <i>How does thamel.com manage their customer relationships?</i>	60
4.2.6 <i>How does thamel.com evaluate the effectiveness of their CRM?</i>	63

4.3 Case Study –Muncha.com	64
4.3.1 <i>Company presentation</i>	64
4.3.2 <i>Market Overview</i>	65
4.3.3 <i>How does Muncha.com manage their customer relationships?</i>	67
4.3.4 <i>How does Muncha.com evaluate the effectiveness of their CRM?</i>	70
4.4 Within Case Analysis of Thamel.com	71
4.4.1 <i>The objective of CRM in thamel.com</i>	71
4.4.2 <i>Thamel.com management of customer relationship</i>	73
4.4.3 <i>Thamel.com CRM evaluation</i>	76
4.5 Within Case Analysis of Muncha.com	78
4.5.1 <i>The objectives of CRM in muncha.com</i>	79
4.5.2 <i>Muncha.com management of customer relationships</i>	81
4.5.3 <i>Muncha.com CRM evaluation</i>	84
4.6 Cross Case Analysis	87
4.6.1 <i>Analyzing CRM objectives</i>	87
4.6.2 <i>Analyzing the management of customer relationships</i>	89
4.6.3 <i>Analyzing CRM evaluation</i>	91
4.7 Major findings	93

## **CHAPTER –V**

<b>SUMMARY, CONCLUSION AND RECOMMENDATIONS</b>	<b>94-100</b>
5.1 Summary	94
5.2 Conclusion	97
5.3 Recommendations	98
<b>BIBLIOGRAPHY</b>	
<b>APPENDIX</b>	

## LIST OF TABLES

<b>TABLE NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
Table 2.1	Measures for Customer Knowledge	37
Table 2.2	Measures for Customer Value	39
Table 4.1	Within case analyze of Thamel.com's CRM objectives	72
Table 4.2	Within case analyze of Thamel.com's CRM management	75
Table 4.3	Within case analyze of Thamel.com's CRM Evaluation	77
Table 4.4	Within case analyze of Muncha.com's CRM objectives	80
Table 4.5	Within case analyze of Muncha.com's CRM management	83
Table 4.6	Within case analyze of Muncha.com's CRM Evaluation	85
Table 4.7	Cross Case analyze of CRM objectives	88
Table 4.8	Cross Case analyze of CRM management	90
Table 4.9	Cross case analyze of CRM Evaluation	92

## LIST OF FIGURES

<b>FIGURE NO.</b>	<b>TITLE</b>	<b>PAGE NO.</b>
Figure 1.1	Working of e-Business	3
Figure 2.1	The “Virtuous triangle” of CRM	23
Figure 2.2	CRM and Multiple Media	24
Figure 2.3	The Evaluation Process of CRM	35
Figure 2.4	The Ideal CRM Organization	47
Figure 4.1	Web site of themel.com	58
Figure 4.2	Web site of Muncha.com	65



## **ABBREVIATIONS**

B2B:	Business to Business
B2C:	Business to Customer
CEO:	Chief Executive Officer
CRM :	Customer Relationship Management
DFD :	Data Flow Diagram
E-Business:	Electronic Business
eCRM:	Electronic Customer Relationship Management
E-R:	Entity Relationship
ERP:	Enterprise Resource Planning
Ibid:	Ibidem
ICT:	Information and Communication Technology
IT:	Information Technology
IVR:	Interactive Voice Response
NCC:	Nepal Computer Center
SMS:	Short Message Service
T.U.:	Tribhuvan University
TV :	Television
UK:	United Kingdom
URLs:	Uniform Resource Locators
USA:	United States of America
VIP:	Very Important Person