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Author(s)	Päivi Siltari	Student number	
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Supervisor(s)	D.Sc. Jussi Puhakainen D.Sc. Hannu Salmela		

Abstract

The emphasis of the research is in customer relation management (CRM). The case organization in this study is Tamro Finland, a logistic service supplier between different manufacturers of pharmaceuticals and pharmacies. The aim of the study is to find out “how customer relationship management is successfully developed and how customer information should be managed?” The tradition of case study was selected as a research method. Interviews were the primary data collection method in this study. Altogether 22 theme interviews were carried out in Tamro during the data collection phase. Objective was comprehensively to find out the answers to the research questions and to understand the different aspects of the development requirements in the case organization.

With advanced customer relationship management Tamro targets to efficiently utilize customer information to improve business processes and operations' excellence. By generating and integrating customer information to its operations company can move towards more customer orientated organization. The real challenge lies in developing business processes and systems to integrate information and motivate employees to adopt CRM principles to their daily routines. Comprehensive training and follow-up is needed to encourage employees to change their existing ways of doing their tasks. For CRM initiatives to be successful, different departments need to share and be motivated by the common goals. Top management support, disciplined project management methods, efficient communication, active user involvement and high motivation will be needed through out the development project. Information technology provides the mechanism through which long-term, individualized relationships with customers can be developed. To ensure the customer satisfaction case company needs to concentrate to collect, distribute and use right data. Well defined practices are required for handling and analyzing the collected customer information and customer feedback. Challenges with the customer information are more in utilizing the gathered information than in the data gathering process itself

Key words	Customer Relationship Management, Customer feedback, Customer information, CRM applications
Further information	

