

Siti Hajar Mohamad, Norfaridatul Akmaliah Othman and Juhaini Jabar, “*The Impact of Customer Relationship Management on Business Performance*”, **JPP Book Management**, publish by McGraw-Hill, UPM, Selangor (*in review*).

ABSTRACT

This study attempts to determine the most significant factors of contributing CRM process to improve a business performance in Small Medium Enterprises (SME's) firm. The factors utilized based on Customer Relationship Management (CRM) process as sales, marketing and services. The data collections from 114 SME's firms were gathered in field survey. The findings indicate that firms with improved CRM process enjoy better organizational performance. Moreover, the results revealed that services as a successful key of CRM processes are more affected by combination of managerial commitment, cultural change and a combination of resource to achieve improving business performance. Research on the CRM processes has been fragmented due to various perspectives on business performance.

Keywords: Customer relationship management, CRM processes, CRM services, Business performance, Small Medium Enterprises.