A REQUIREMENT MODELING FOR
CUSTOMER RELATIONSHIP MANAGEMENT (CRM)
SYSTEM
FOR UNIVERSITY ALUMNI

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A REQUIREMENT MODELING FOR
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ABSTRAK (BAHASA MALAYSIA)

Di dalam kajian ini, masalah utama yang dikenal pasti ialah sukar untuk memilih perisian open source Customer Relationship Management (CRM) bagi kegunaan alumni universiti kerana kekurangan requirement modeling. Oleh itu, objektif yang dikenal pasti untuk kajian ini adalah untuk mereka bentuk requirement modleing untuk alumni universiti. Metodologi bagi kajian ini adalah berdasarkan Design Science Research Process (DSRP) metodologi. Selepas mengenal pasti masalah dan objektif dalam Fasa 1 dan 2, maklumat dikumpul untuk dimodelkan di dalam Fasa 3. Maklumat untuk projek ini telah dikumpul daripada Persatuan Alumni Universiti Utara Malaysia (PAUUM). Berdasarkan maklumat yang dikumpul, penilaian ke atas dua perisian CRM iaitu SugarCRM dan vTiger dilakukan dalam Fasa 4. Hasil daripada kajian ini menunjukkan bahawa SugarCRM sesuai untuk kegunaan alumni universiti. Salah satu sebabnya ialah kerana SugarCRM dapat menyediakan pengambilan pelajar dengan berjaya, penyimpanan, dan strategi pengumpulan dana. Di samping itu, SugarCRM menawarkan komunikasi yang efisen, mampu untuk menguruskan kos operasi dengan kos yang terhad, mempunyai kestabilan dan skala yang lebih baik, dan menawarkan lebih banyak ciri-ciri dan sokongan.

ABSTRACT (ENGLISH)

In this study, the main problem identified as it is difficult to adopt suitable open source Customer Relationship Management (CRM) system for university alumni due to lack of requirement modeling. Therefore, the objective come out for this study is to design a requirement modeling for university alumni. Research methodology for this study is based on Design Science Research Process (DSRP) methodology. After identifying the problem and objective in Phase 1 and 2, gathering requirements and modeling it is continued in Phase 3. The information for this project is gathered from Persatuan Alumni Universiti Utara Malaysia (PAUUM). Based on the requirements, evaluation on two open source CRM software which is SugarCRM and vTiger is completed in Phase 4. Results from this study shows that SugarCRM is suitable for university alumni management. One of the reason is because SugarCRM able to provide successful recruitment, retention, and fundraising strategies. In addition, SugarCRM offer efficient communication, capable to manage costs of operations with limited budgets, has better stability and scalability, and offer more features and support.

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INTRODUCTION

1.0 Introduction

Customer and Relationship Management (CRM) system primarily is a business strategy widely adopted in companies or enterprises. It is an application tool of enterprise used to improve the market competitiveness. The main goal of the system is to build the right relationship between businesses and customers, making sure right products reach to right customers at the right time, with the right medium, and cost accumulation in providing the products or services (Pan and Wang, 2010).

Seems there is a lot of benefit gained from the business industries by implementing CRM systems, many universities has shown their interest in adopting it. University of Oxford is reported to have selected Blackbaud Enterprise CRM in supporting their global fundraising operations. The system's user-friendly reporting and analysis tools will allow the staff to access timely and accurate information in order to make better informed decisions. Furthermore it will facilitate personalizing interactions, provide superior service, and build stronger relationships with the university's 180,000 alumni and friends (Wright and Mathos, 2008).

One of the important entities in a university is the alumni society. The society responsible to manage alumni is responsible in gathering and sending out information about their activities and development to the fellow members. This society usually consists of a university's former students or graduates. They are vital to a university improvement because they have experiences, contacts, and insights that faculty cannot always deliver in the classroom. Opinion and experience shared from former students who have been working and having a career is always welcomed by the students especially for those who will begin transited from being a student and

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