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INTRODUCTION

- Zakat institutions in Malaysia play a crucial role in the collection and distribution of zakat funds, which are essential for addressing social and economic issues. However, the implementation of effective social customer relationship management (CRM) frameworks in these institutions is crucial to overcome the challenges related to collection and distribution. This research aims to explore the perceptions and barriers of social CRM implementation frameworks for Zakat institutions in Malaysia, with a specific focus on resolving collection and distribution issues.
- The problem statements revolve around the challenges faced by Zakat institutions in Malaysia, including inefficient communication and negative perceptions towards these institutions (Zaini et al., 2022). These challenges hinder the effective implementation of social CRM frameworks, which are crucial for improving the collection and distribution processes (Razali et al., 2022). The lack of understanding of the barriers and perceptions related to social CRM implementation frameworks further exacerbates these challenges (Meerangani et al., 2022) (Alam & Asim, 2019).

CONCLUSION

- In conclusion, the research on "Perceptions and Barriers towards Social Customer Relationship Management (CRM) Implementation Frameworks for Zakat Institutions: Case Study Approach" provides valuable insights into the factors influencing the adoption and successful integration of CRM frameworks in zakat management. The positive perceptions identified underscore the significance of governance recognition, stakeholder engagement, management support, process improvement, and technological enhancement in driving the successful implementation of social CRM.
- However, the research also identified several barriers, including budget constraints, governance challenges, technological limitations, stakeholder complexity, and the learning curve associated with transitioning to new technological platforms.
- Addressing these factors is crucial for the successful integration of CRM frameworks in zakat management, ultimately contributing to the optimization of zakat collection and distribution processes.

METHODOLOGY

- The study selected three Zakat Institutions with different governance and management structures. Participants from three departments - collection, distribution, and corporate - were interviewed to capture their perspectives and challenges towards the implementation of social CRM.
- The participants included key personnel involved in day-to-day operations and managers responsible for decision-making. The methodology encompasses research design, data collection, data analysis, interpretation of findings, and results (Kashif et al., 2018).

RESULTS

The result findings from three different governance and management of zakat are as follows:

Table : Perceptions towards Social CRM Implementation in Zakat Institutions

| No | Perception Factors | Descriptions |
|----|---------------------------|--|
| 1 | Governance Recognition | Policy on regulatory adaptability to evolving financial landscapes and technological advancements. |
| 2 | Stakeholder Engagement | Feedback, awareness, promotion, communication |
| 3 | Management Support | Positive and willingness to invest, supportive organizational culture and recognition of potential benefits. |
| 4 | Process Improvement | Continuous improvement and optimization of operational processes. |
| 5 | Technological Enhancement | IT infrastructure, online zakat systems, mobile apps |

Table : Barriers towards Social CRM Implementation in Zakat Institutions

| No | Barrier Factors | Descriptions |
|----|---------------------------|---|
| 1 | Budget Constraints | Financial limitations to invest on the new technology. |
| 2 | Governance Challenges | Policies on new technology and enforcement on zakat collection. |
| 3 | Technological limitations | Improvement on IT infrastructure, online payment system and mobile apps. |
| 4 | Stakeholder complexity | Issues on multiple zakat claims, zakat collection agent process and interaction with the stakeholder. |
| 5 | Learning curve | Potential resistance to change and challenges associated with transitioning to new technological platforms. |

OBJECTIVES

- Objective 1: To Identify the Perceptions and Barriers Affecting the Successful Implementation of Social CRM Frameworks in Zakat Institutions
- Objective 2: To Provide Recommendations for Enhancing the Collection and Distribution Processes in Zakat Institutions

DISCUSSIONS

- The findings provide valuable insights into the multifaceted nature of perceptions and barriers surrounding the implementation of social CRM in zakat institutions, encompassing governance, stakeholder engagement, management support, process improvement, and technological enhancements.
- Addressing these factors is crucial for the successful integration of CRM frameworks in zakat management, ultimately contributing to the optimization of zakat collection and distribution processes.

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