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QUESTIONARY RESEARCH TO LEARN STATE OF AFFAIRS OF TECHNOLOGICAL SUPPORT CRM

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Key words: CRM, hypothesis, exploited software, cooperative part CRM, outsourcing,

Introduction

Evaluation exercise was made on the basis primary research in which service organizations was spoken. They were answered for questions interrelated to customer relationship management (CRM).

1 Research process

1.1 Dead and realization phase

In sequence to piece of knowledge comprehension CRM and identification keys issues in practices we wanted to learn, how much information a communication technology (ICT) are used in CRM range in monitored organizations.

There were hypothesis define:

H₁ – Organizations do not use more extensive support for CRM.

H₂ - Notions about CRM and their ICT support are different in small and bigger firms.

H₃ – Willingness to use outsourcing exist in CRM range.

We wanted to learn:

- how ICT are used for support CRM,
- how actions are guaranteed in this way,
- how possibilities are for using outsourcing in CRM range and how limitation are seen by users.

1.2 Research evaluation

There were 8 questions oriented to this problematic. Follow-up evaluation will be done at groups of organizations under 250 employee, over 250 employee and for all set.

1.2.2. Evaluation of individual questions

Evaluation of single questions will be done at the same time for single groups.

How ICT are made use to support CRM

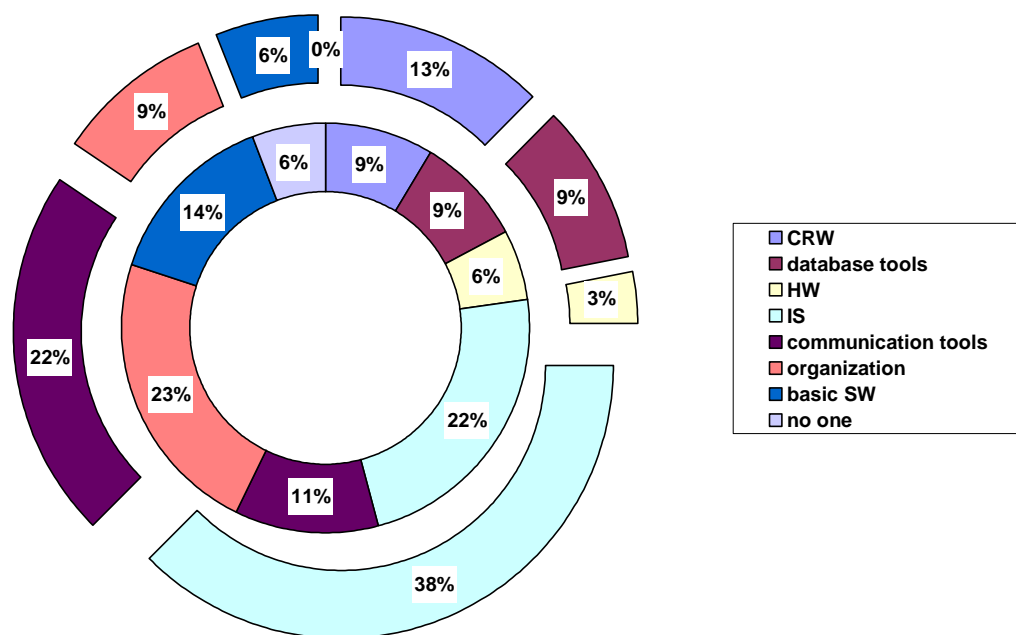
In the first two questions respondents should give details of technical tools and software what they used. Answers at this questions were evaluated together and interrelated questions were collect to groups. Single groups may be characterized:

CRW	software characterized like specialized to CRM bought or made by own
database tools	different database of customers, simple directories with invoicing history, personal guest databank etc.
HW	PC, displays, etc.
IS	software used to other agents, for example book-keeping, commerce, management information system, housing programs
communication tools	call centre, on-line systems, internet, personal contacts, green link, telephony lines to sellers etc.
organization	Education training, ISO 9000, customer centre, individual request examination, customer research, customer cards, precis

etc.
 basic SW operation system, MS Office, MS Exchange,
 MS Small business server
 no one they do not use any tools or they did not name them

Percentage representation groups of tools for CRM are shown in next graph. In smaller organizations we can most frequently see different evidence or own software and basic software. Bigger organizations prefer manager information systems, software to basic agents etc. In other communication tools and specialized software to CRW are more frequent. Correlation between both groups is relatively low ($r = 0,6213$). It results from different personal possibilities and sources to ICT equipment.

Graph 1.1 Percentage share agent groups for CRM



Source: one's own

Outer zone shows firms over 250 employees and inward shows firms under 250 employees.

Answers to question to how type may be inserted software to CRM are shown in table:

Table 1.1 Exploited SW for CRM

		under 250	over 250	Total
A	Integrated structure of factory IS and CRM	4	4	8
B	Series CRM, specialized factory structure	2	2	4
C	Conceptual framework, let us say solvent, implementation new structure (components) with usage of functionality present applications	2	4	6
D	Solvent for specific detachment	9	4	13
E	Application CRM	8	2	10
F	Other	4	2	6

		under 250	over 250	Total
G	Without of answer	16	6	22
	TOTAL	45	24	69

Source: one's own

32% respondents did not answer at question. Structures of answers are to a certain extent similar structure of answers from last question. Hear too specific resolution (18,8%) and own applications (14,5%) are presented. Specialized CRM systems are presented in 5,8% answers. In section other module of book system was presented or many subjects do not use specialized software for CRM. Percentage distribution of answers show next graph. Outer zone shows firms over 250 employees and inward shows firms under 250 employees. Correlation between both groups is low ($r = 0,060971$). As well coefficient of Spearman's serial correlation is only $r_s = 0,15$. It is in virtue of using bigger integrated system in bigger organizations, new system with using of functionality earlier applications and specific system, in smaller organizations simple and own system dominate. At this group higher percentage of respondents did not give any answer (c. 35,5%).

How activities are guaranteed in this way

The main goal of this part was to learn, how ranges respondents prefer. Respondents have had a possible to choose more items.

Answers to question, what is rated as the most important item of cooperate part CRM by respondents, are shown in table:

Table 1.2 Components of cooperative part CRM

		under 250	over 250	Total
A	Electronic contact (internet, email)	10	8	18
B	Contacts centres	1	3	4
C	Telecommunication contact (telephone, fax)	10	5	15
D	Personal contact	35	14	49
E	Contact with usage of classical post office	1	1	2
F	Other	0	2	2
G	Without of answer	3	2	5
	TOTAL	60	35	95

Source: one's own

Hear correlation between both groups is relatively high ($r = 0,957337$) and Spearman's coefficient of serial correlation is only $r_s = 0,9$. Personal contact is preferred, further electronic contact, (Internet, e-mail) and telecommunication contact (telephone, fax). Representation of other answers is almost insignificant. What functions are supported by CRM of respondents next table shows:

Table 1.3 Functionality CRM

		under 250	over 250	Total
A	Monitoring of achievement identifiers in real time	7	3	10
B	Technology of contact centre	3	6	9
C	Control of contract life cycle	3	3	6

		under 250	over 250	Total
D	Web services	10	13	23
E	Mobile sale support B2B	2	0	2
F	Mobile sale support B2C	0	1	1
G	Optimizing of logistic string	1	2	3
H	Relationships with suppliers	14	2	16
I	Control of relationships with partners and servants	11	4	15
J	Control of product life cycle	2	0	2
K	Other	3	1	4
L	Without of answer	12	5	17
	TOTAL	68	40	108

Source: one's own

In opinion of respondents we can see strong differences between small and big organizations. Respondents from small organizations prefer supplier relationships, partners and employee relationship management and further web services. Then come after technology of contacts centre. Real-time monitoring indicators of company achievement was taken aback in both groups on the fourth position. Correlative coefficient is $r = 0,408455$ and Spearman's coefficient of serial correlation is only $r_s = 0,6$.

What functions are able to guarantee using system, it was the main goal of next question. Answers at this question shows next table:

Table 1.4 Functions of CRM system

		under 250	over 250	Total
A	Support of marketing and business activity of business partners	10	11	21
D	Creation correct portfolio of partners (their correct and well-founded selection)	7	5	12
H	Sale planning with partners interface	6	6	12
B	Service of business partners	9	1	10
E	Analysis and planning partners activities	4	2	6
K	Others	3	0	3
G	Influence partners business channels (selection and modification)	2	0	2
F	Quality registration and actualization partners demographic data	0	2	2
I	On-line training marketing workers, business and partners services	0	1	1
C	Control of life cycle business partners	0	0	0
J	Collaboration portals	0	0	0
L	Without of answer	16	7	23
	TOTAL	57	35	92

Source: one's own

Respondents from both groups most often showed support of marketing and business activities of business partners (in smaller firms 17,5%, in bigger firms 31,4%). In smaller

firms in next there are services of business partners (15,8%) and building regular partners portfolio (12,3%).

Respondents from bigger firms in next most often showed: sale planning cooperates with partners (17,1%) and building regular partners portfolio (14,3%). Fourth part of respondents did not give any answer at this question.

Correlative coefficient is $r = 0,775758$ and Spearman's coefficient of serial correlation is $r_s = 0,714693$.

How are possibilities of outsourcing using for CRM and how are limitation exist

Outsourcing is transplantation one or several activities to external partners. Outsourcing of information technology is relatively extensive. Above all he makes possible smaller firms to use expensive technologies. Because of CRM do not represent only work with PC, we wanted to learn, to what degree are firm willing to use outsourcing in this range eventually what barriers do they see.

Distribution of answers to this question shows next table:

Table 1.5 Is outsourcing acceptable for CRM?

		under 250	over 250	Total
A	yes	15	6	21
C	partly	4	5	9
B	no	13	9	22
D	Without of answer	13	3	16
	TOTAL	45	23	68

Source: one's own

23,5% respondents did not give answer at question (in smaller firms it was 29,9% and in bigger 13%). If we look to percentage distribution respondents which gave an answer, negative answer are approximately the same. Bigger size of small firms agrees with outsourcing (small firms - 46%, bigger firms - 30%). It results from absence higher financial sources to buy new technologies in small firms.

Respondents see next barriers to use outsourcing:

Table 1.6 Barriers for not possible usage outsourcing in CRM

		under 250	over 250	Total
A	Apprehension about data and deficiently secure	11	5	16
B	Misgiving to external workers	13	2	15
C	Failure of infrastructure	1	1	2
D	Expensiveness	16	6	22
E	Application control waste	6	5	11
F	Poor service offer	3	4	7
G	Problematic integration with factory applications	4	6	10
H	Other	0	1	1
I	Without of answer	13	5	18
	TOTAL	67	35	102

Source: one's own

Correlation of answers at this question is relatively low. Correlation coefficient is $r = 0,306673$ and Spearman's coefficient of serial correlation is $r_s = 0,392857$ in spite of

respondents from both groups most often said high price (smaller firms 23,9% and biggest firms 17,1%). In smaller firms we can see misgiving to external workers in confrontation with own employee (19,4%) and apprehension about secure data (16,4%).

Big firms in comparison with this fact see big problems above all in integration with company applications (17,1%) and in control waste over own application (14,3%). Bigger firms have apprehension about data and deficiently secure (14,3 %).

At structure of answers we can see that bigger firms mostly use sizable information system and insist on complex data processing. In small firms we can see insist on individual kind of work.

2. Profit taking of research and hypothesis verification

Most often we have got answers to our question from public sector organizations and businessman. Their most significant groups were consumer sector. Majority organizations take effect in home market. The first outcome refers with relatively high percentage no-answered questions from range of information and communication technologies. It was 32% by question 14. This percentage was higher in absolute majority small firms because of little knowledge from ICT range in small firms.

2.1 Hypothesis verification

H₁ – Organizations do not use more extensive support for CRM.

We are sorry to say this hypothesis was ratified. From structure of answers to questions 12 and 13 result, that firms use ICT in CRM range enough little and rather they limit to organization disposal or simple equipments.

H₂ - Notions about CRM and their ICT support are different in small and bigger firms.

How I was supposed in start of this article, ideas about CRM and their support by ICT is different in smaller and bigger firms. It results from low correlation coefficients percent occurrence of answers refers with ICT. It is in virtue in different level highness financial and personal sources.

In smaller firms we can see higher dependence to partners and customers. Bigger firms put the accent on complex solving of problems.

H₃ – Willingness to use outsourcing exist in CRM range.

This hypothesis was not ratified. At question about availability of using outsourcing in CRM 55% of respondents did not give any answer or said dissent. We can make out, that the main reason of this problem is high price, further apprehension about waste of effectivity, misuse data, etc.

Resume

From results of search we can say next findings:

1. Organizations do not use for CRM sizable support of ICT. Firms usually limit to organization measures or simple equipments.
2. Ideas about CRM are different in smaller and bigger firms. It is in virtue in different level highness financial and personal sources. In smaller firms we can see higher dependence to partners and customers. Bigger firms put the accent on complex solving of problems.
3. There is not willingness to use outsourcing in CRM. The main problem is above all high price and apprehension about waste of effectivity, misuse data, etc.

From results of search also we can see little knowledge of offer software products.

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