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## THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON SMALL AND MEDIUM ENTERPRISES PERFORMANCE

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### ABSTRACT

*The customer relationship management (CRM) is getting more and more a key strategy for large and small companies. In particular, small and medium enterprise (SMEs) have to implement CRM practices into their business operations in order to strategize on establishing high performance and value-added technical and innovative capabilities, and competitive advantages over rivals. The aim of this research is to examine the motives for which Malaysia's SMEs adapt the elements of CRM practices with particular reference to whether this has impact on organizational performance. This research proposed a conceptual model for SMEs organizations to highlight the importance of practicing customer relationship. The model then enables several empirically testable propositions that are relevant to develop a survey instrument for this study.*

**KEYWORDS:** *Customer relationship management, market orientation, organizational performance, small and medium enterprises*

### I. INTRODUCTION

The purpose of this paper is to present a conceptual framework for which Malaysia's SMEs adapt the elements of CRM practices with particular reference to whether this has impact on organizational performance. The practices of CRM are necessary to ensure delivering better customer value, retaining customer and having a good relationship with customers. CRM is a managerial strategy that helps firms collect, analyzes and manages customer related information through the use of information technology tools and techniques in order to satisfy customer needs and establish a long term and mutually beneficial relationship. The ultimate goal of CRM is to help SMEs turn into customer-focused organizations that conduct business processes centered on customers. A systematic literature search technique was