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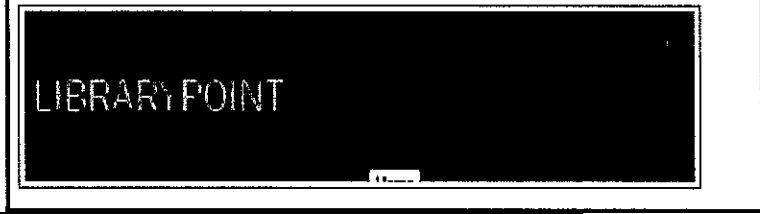
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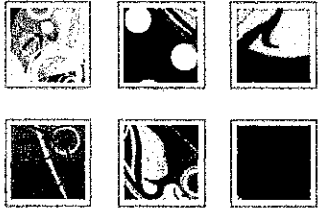


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## The Impact of Customer Relationship Management (CRM) Processes towards Business Performance

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### 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.

**Key words:** Customer relationship management, CRM processes, CRM services, Business performance, Small Medium Enterprises.

**Corresponding Author:** Siti Hajar Mohamad

### INTRODUCTION

Keeping its roots in relationship marketing and information technologies, CRM aims at maximizing the benefits gained from relationships with customers to business performance. The links between customer satisfaction and financial performance have drawn some recent attention in the academic literature. The evaluation of CRM performance is discussed on the basis of models of customer behavior, customer equity or customer asset and relationship quality. CRM is a multi-perspective business paradigm that is composed of people, process and technology [1].