

## **A Framework for the implementation of Electronic Customer Relationship Management Information System (e-CRM) in Small and Medium Enterprises (SME) in Sri Lanka**

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### **Abstract**

Literature has denoted that Electronic Customer Relationship Management (e-CRM) can play a key role in Small and Medium Enterprises (SMEs) as an implement to efficaciously engender and maintain relationships with company's clientele. E-CRM is being espoused by corporations for the reason that it increments customer adhesion and customer retaining by amending customer gratification. This study proposes a framework for the implementation of Electronic Customer Relationship Management (e-CRM) information systems in Sri Lanka. Both qualitative and quantitative research methods were utilized. Primary data were accumulated from Small and Medium Enterprises located in 20 districts of Sri Lanka. A self-administered questionnaire was the main data amassment implement. Descriptive statistics were habituated to analyze data and refine the requisites for implementation of e-CRM information systems. The findings designate that for prosperous implementation of e-CRM information systems, there should be utilizer sensitization, training and infrastructure.

There is withal desideratum for strategic level support and an e-CRM strategy to guide utilization. The most paramount features of e-CRM information systems were identified as the ability to ascertain customer privacy, presence of a Frequently Asked Questions implement, and high speed. The proposed framework was developed predicated on Thong (1999) Technology Organizational Environmental Management (TOEM), with refined requisites from primary data. The developed framework was validated utilizing a case study. The validation results from the case study to a more immensely colossal extent were in acquiescent with survey findings. On average 9 out of 12 respondents indicated Yes on all the

items in table 10. In other words, they denoted that the framework was compatible, re-utilizable, simple to utilize, clear and reliable. Only 2 respondents indicated No. Similarly, 8 respondents in the case study indicated Yes on all items in table 11, denoting that the framework components were well expounded, interactive, facile to understand and use, interdependent on each other, used simple language and additionally that the steps in the framework were logically arranged. The framework presented in this study has highlighted key e-CRM features and factors pertinent and applicable to Sri Lankan SMEs. The framework was validated and the validation results denoted that the framework was applicable in e-CRM and meets design requisites. If well implemented, the framework can avail organizations ameliorate on their e-CRM implementation.

**Keywords:** e-CRM framework, e-CRM implementation, e-CRM in Sri Lanka, TOEM, SME