

Abstract

Essam Kosba

Measuring Organizations' Readiness for Customer Relationship Management (CRM): A Comparative Study.

Since 1990, Customer relationship management (CRM) has become an important subject for many organizations in different industries. CRM is a business strategy that offers benefit to both the customer and the organization. Organizations are applying CRM to manage their customers' relationships, past sales, current purchases and inquiries. CRM implementation accompanies many uncertainties and risks failure may lead to enormous losses. Many failures took place because the firm wasn't ready for the implementation process. This paper compares the factors that were discussed in previous studies to extract the most critical factors that need to be evaluated before implementing CRM.