

Abstract

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El Essawi, N. and Abd El Aziz, R. (2012), 'Determining the main Dimensions that affect E-Customer Relationship Management Readiness in the Egyptian Banking Industry', Int. J. Electronic Customer Relationship Management (IJECRM), Inderscience, Vol. 6 N

Adopting e-CRM (Electronic Customer Relationship Management) in a country like Egypt, with over 80 million, needs clear understanding of the Egyptian users' characteristics, perception, and e-readiness. E-CRM provides various benefits to banks, employees and bank clients, and can serve a great number of users regardless of the bank's capacity and working hours. In order to better understand the e-CRM readiness in the Egyptian context, a structured questionnaire was devised to survey a sufficient number of bank employees as the actual e-CRM users. The investigation was conducted in Alexandria, as the second main city in Egypt. Data collected was analysed statistically using SPSS. From the data analysis, supported by a review of literature, the researchers could better understand the problem, derive conclusions and make recommendations to e-CRM decision makers, which would help promote and enhance the e-CRM in Egypt.