

THE ROLE OF ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM) IN IMPROVING SERVICE QUALITY

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Abstract. *Electronic Customer Relationship Management (E-CRM) is one of business concepts and technology that supported by information systems to integrate all of business process that customer interacted. The most common implementation of E-CRM in warehouse systems is a website. This study is to know the role of E-CRM to improve the quality of services, describe the implementation of E-CRM, understand the warehousing procedure, and know the quality of services through E-CRM in AT Multimodal Logistics. E-CRM is a strategy that integrates the concepts of knowledge management, data mining and data warehousing to support an organization's decision-making process in order to maintain long-term and profitable relationships with its customers. AT Multimodal Logistics E-CRM is applied in conjunction with general information, alternative contact, membership, automated email, and new customer instructions.*

Keywords: *E-CRM, Warehouse system, Website.*

1. INTRODUCTION

According to the Decree of the President of the Republic of Uzbekistan "On measures to improve transport infrastructure and diversification of foreign trade routes of cargo transportation for 2018 - 2022 years" it should be noted that at present the republic is implementing a program of development and modernization of engineering and communications and road transport infrastructure, which provides for the development of a unified comprehensive strategy in the development of the national transport industry, meeting high international requirements and standards, ensuring its wide integration.

There are various ways to establish relationships with customers, including providing optimal service, knowing what customers want, and good customer communication skills.

According to Kotler and Armstrong (Kotler & Armstrong, 2010), CRM is, the process of creating and delivering products that are very valuable to consumers, so that consumers are satisfied.

Customer Relationship Management (CRM) is, a business approach based on relationship management or customer relations. CRM focuses on what customers judge more than the products companies want to sell. By implementing CRM, a company is expected to build contacts and good relationships with its customers so that when it produces products, the company not only sells and markets a product of good quality or competitive prices, but can also meet the needs and demands of customers. (K Imasari, Nursalin QC, 2011)

Customer relationship management has experienced growth over time. Customer relationship management, which previously managed customer relationships through direct interaction, can now be done through electronic media or under the name of Electronic Customer Relationship Management (E-CRM). The most common form of E-CRM in the form of media is a website. Websites are most often used to establish relationships with customers in person because of the ease of creating a website, the cost is not too expensive, and can be accessed by anyone.

Lai et al's (2009) study found that using the Internet as a channel for commerce and information provides opportunities for businesses to use the Internet as a customer relationship management tool. Developing customer relationships using Internet-based tools is called e-CRM. This study identifies the relationship between e-CRM and customer satisfaction by identifying the presence of e-CRM features on a website. E-CRM is, a service with a web-based application to create and increase satisfaction with service quality and trust in information; the result is increased customer interaction, potentially helping companies achieve what is called maximizing company profits.

One of the logistics companies implementing E-CRM is AT Multimodal Logistics. The services provided by AT Multimodal Logistics in general can be seen from the various statistics of the company, with a total of 1 million shipments and 8 years of experience. The purpose of this study is to learn more about the role of Electronic Customer Relationship Management (E-CRM) in improving service quality at AT Multimodal Logistics.

2. Literary Studies

Customer relationship management (CRM) is a customer-centric business strategy whose ultimate goal is to maximize company profits and customer satisfaction. CRM is defined as the integration of coordinated sales, marketing and service strategies. CRM stores customer information and records all contacts that occur between the customer and the company, and creates customer profiles for company employees who need information about the customer. Experts use different definitions of CRM. As a rule of thumb. It can be concluded that CRM is, strategy and attempt to establish a relationship with customers and provide satisfactory services to customers (M Rozahi, 2010).

Another definition states that CRM is, an integrated information system that is used to plan, schedule and control pre-sales and post-sales activities in an organization. CRM covers all aspects related to potential customers and current customers, including call centers, sales forces, marketing, technical support and field services.

According to John W. Satzinger, Robert B. Jackson, and Stephen D. Byrd (Z year), E-CRM is, a process that supports marketing, sales and service operations involving direct and indirect customer interaction over the Internet.

Jeffrey L. Whitten, Lonnie D. Bentley, and Kevin K. Dittman described E-CRM as software that provides customers access to business processes from the initial request through after-sales service and sales support.

Kenneth C. Laudon and Carol Guercio Traver (in Mufti Maulana, 2015) defined E-CRM as a repository of customer information that records all the contracts that customers have with the company and produces customer profiles that are accessible to everyone in the company with the need to "know the customer. "

According to Parasuraman, quality of service is a measure of the overall assessment of the level of good service. While Gronroos and others (1 year) define service quality as a result of

perceptions and comparisons between customer expectations and actual service quality. According to Parasuraman, there are two main factors that affect service quality, namely expected service (expected experience) and perceived service (receipt of service).

3. Main part

In today's world, where digital technology has an increasingly important place in people's daily lives, electronic customer relationship management (E-CRM) has value and importance in improving the quality of service.

E-CRM has several advantages over traditional customer relationship management methods. One of its main advantages is that it provides faster and more accurate information exchange between customers and organizations, which improves instant feedback and customer satisfaction. E-CRM also helps organizations collect and analyze data about their customers, such as purchases, preferences, satisfaction levels and web page views.

Another major benefit of E-CRM is its ability to reduce customer service costs. E-CRM technologies help automate processes that were previously done manually, such as processing orders, answering customer questions and handling claims.

Overall, electronic customer relationship management is a powerful and effective tool for improving the quality of service for customers and increasing customer satisfaction with an organization. Companies that recognize this trend and invest in E-CRM technology will be able to ensure customer retention and business growth.

4. Results and discussion

The role of E-CRM in improving service quality is as follows:

- Providing ubiquitous consumer access to information.
- Providing quality services with up-to-date information.
- Make it easy for consumers to contact Multimodal Logistics.

The effort made by the company to optimize the role of information quality is to provide information about deliveries to customers.

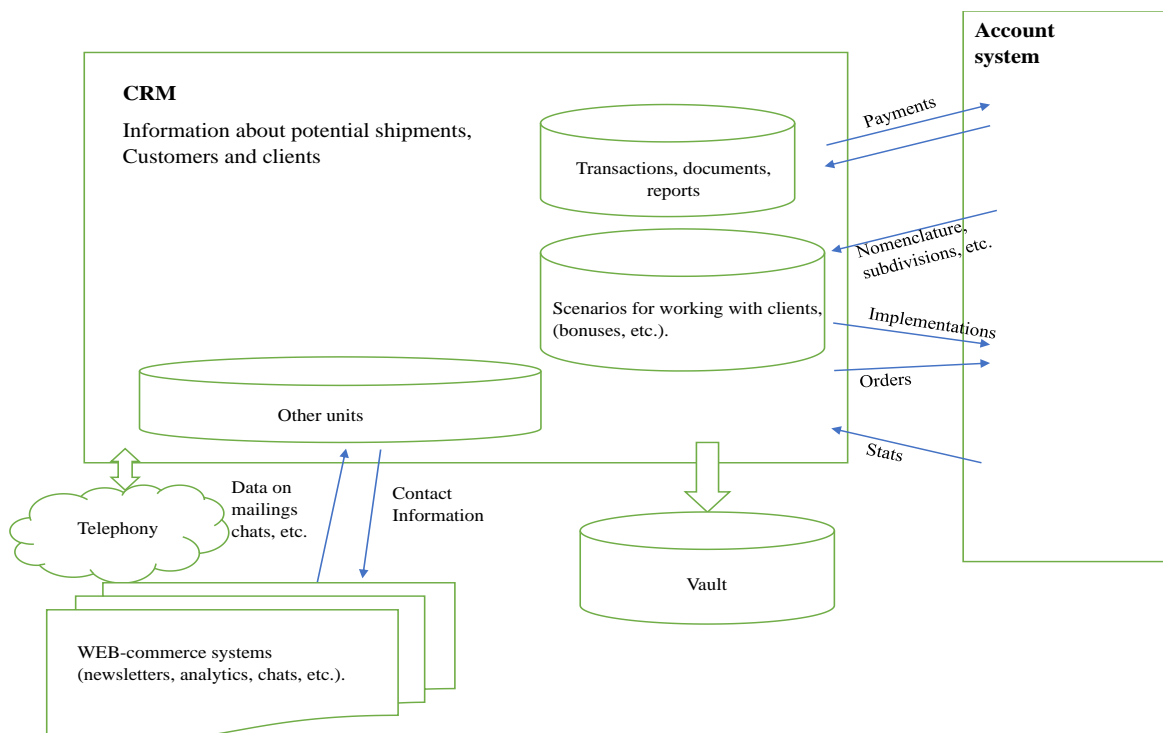


Fig.1. General scheme of CRM (Web site)

The ease of navigation serves to satisfy potential customers who want to use our service and establish a long-term relationship with us. The ease of navigation also makes it easier for companies to get up-to-date supply information.

The role of consumer quality assurance logistics companies is to understand customer satisfaction by examining various errors and deficiencies based on customer complaints.

E-CRM is not an online forum where users can discuss other relationships with companies, so E-CRM users can only read about what long-term relationships they currently have with companies.

The security of the site is guaranteed by AT Multimodal Logistics through a system of storing personal data of customers and providing conditions for customers who have provided their personal data to the company when booking services or online transactions.

Assumed trust expressed by the company by including all customer feedback forms on E-CRM.

The next role of E-CRM is to show the attractiveness of prices in marketing products by setting prices according to the quality of products and services, in this aspect the existence of customers for the company today is not only a source of income for the company, but also a long-term asset that must be managed and serviced through customer relationship management (CRM). Nowadays, the company's perspective considers the customer as important in determining the direction and policies of the company.

The implementation of E-CRM in AT Multimodal Logistics is in a good category. This is consistent with what Lai et al (2009) said that implementing a good e-CRM will improve service quality and customer satisfaction.

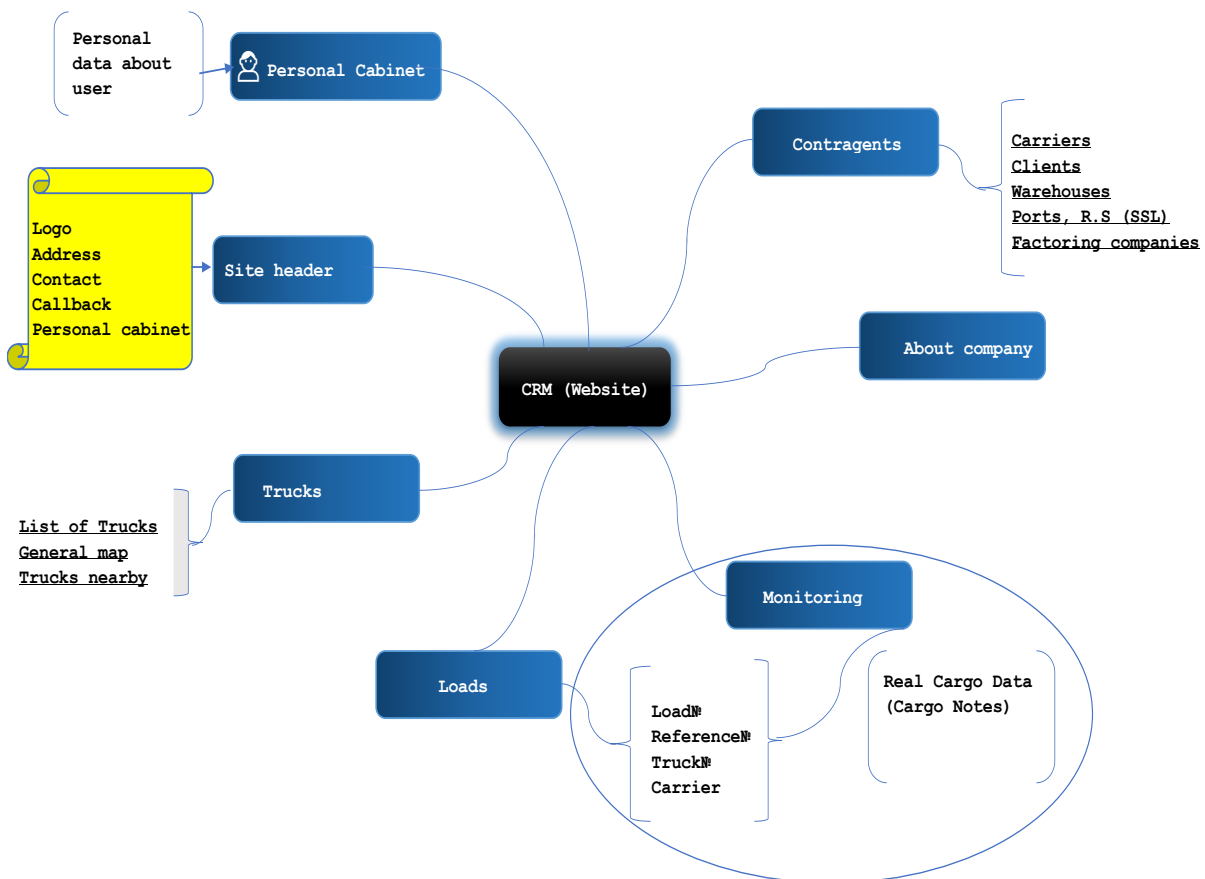


Fig.2. Structure of the website

5. Conclusion

CRM has been well implemented at AT Multimodal Logistics and can be designed to acquire new customers, improve customer relationships and retain customers, ultimately leading to customer loyalty. E-CRM simplifies the customer's task by providing the information they need. Implementing E-CRM as a website for marketing and introducing products, establishing customer relationships can make booking services easily through E-CRM. Thus, E-CRM plays an important role in improving the quality of service. It allows a company to personalize service, respond quickly to customer requests and increase business profitability. Companies that use E-CRM can gain a significant competitive advantage in the marketplace.

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