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**e-CRM**

**Meriç Genç**

**Miraç Aydın**

**Term Project**

**Term Project Supervisor**

Asst. Prof. Özlem Şenvar

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# Introduction

Purpose

Expected Result

# What is CRM?

# What is e-CRM

# Differences Between CRM and e-CRM?

|  |  |  |
| --- | --- | --- |
| **Criterian** | **CRM** | **e-CRM** |
| System interface | Work with back end application through ERP system | Design for front end application which in turn interface with back end application through ERP system data ware house and data mart. |
| Customer contact | Customer contact initiated through traditional means of retail store telephone and fax. | In addition to telephone contact also initiated to internet e-mail wireless mobile & PDA technologies. |
| System overhead (client computers) | Web enabled applications required a Pc client to download various application. | No such requirements the browser is the customer portal to E-CRM. |
| Customization & personalization of information | Personalized view for difference audience are not possible. Individual customization required programmed of changes. | Highly individualized dynamic & personalized view based on purchases & preferences are possible. Each audience individually customizes the views. |
| System focus | System is designed around products and job function. | System is designed around customer needs. |
| System modification and maintenance | Implementation is longer and management is costly because the system is situated at various locations and on several servers. | Reduced time and cost. System implementation & expansion can be managed in one location on one server. |

# Usage Areas and Conveniences of e-CRM

# References