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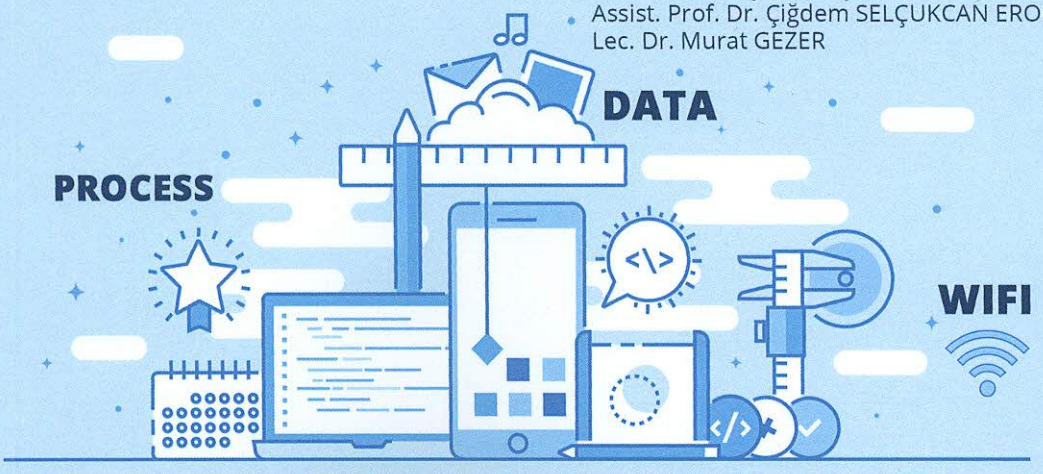

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Developing Web Based Decision Support System for Customer Relationship Management (CRM) Software Selection

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Abstract: Today, customer relationship management (CRM) software has become an essential necessity for all organizations from global organizations to small and medium-sized enterprises (SME)s, from higher education institutions to government institutions, also its usage is increased. Because of this expansion, various software has been developed and presented to the market to enable continuous management. It is also becoming increasingly difficult for the organization to choose the software that best meets its needs in the customer relationship software market, which offers a great deal of choice. In this study, a web-based decision support system prototype is developed in which software makes a CRM software suggestion to organizations in the direction of their needs and preferences. In this study, the CRM software researching organization uses the prepared interface to rate the criteria for CRM selection according to their importance. Then, considering the expert opinion on the mentioned criteria, the system lists the ideal software according to the expectations of the organization.

Keywords: Customer Relationship Management, CRM, Decision Support System.

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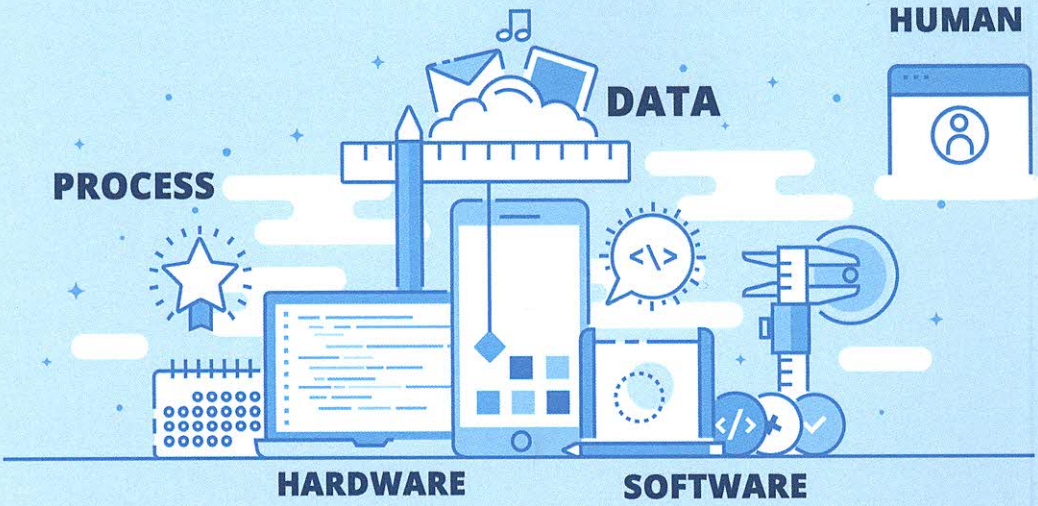

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