IDEA GROUP PUBLISHING
701 E. Chocolate Avenue, Suite 200, Hershey PA 17033-1240, USA
Tel: 717/533-8845; Fax 717/533-8661; URL-http://www.idea-group.com
ITB9959

Chapter XIII

E-CRM Analytics:
The Role of Data Integration

Hamid R. Nemati, University of North Carolina, USA

Christopher D. Barko, University of North Carolina, USA

Ashfaaq Moosa, University of North Carolina, USA

ABSTRACT

Electronic Customer Relationship Management (e-CRM) Analytics is the process of analyzing and reporting online customer/visitor behavior patterns with the objective of acquiring and retaining customers through stronger customer relationships. To better understand the role of data integration in achieving the goals of e-CRM, the authors conducted a study by means of a survey. The results of this study propose that although online, offline and external data integration has its complexities, the value added is significant. This survey of CRM professionals is composed of two parts. The first part investigated the nature of the data integrated and the data architecture deployed. The second part analyzed the technological and organizational value added with respect to the e-CRM initiative. The findings suggest that organizations that integrate data from various customer touch-points have significantly higher benefits, user satisfaction and return on their investment (ROI) than those that do

This chapter appears in the book, Business Intelligence in the Digital Economy, edited by Mahesh S. Raisinghani. Copyright © 2004, Idea Group Inc. Copying or distributing in print or electronic forms without written permission of Idea Group Inc. is prohibited.

not. Additional insights are also presented exploring the role of data integration in e-CRM projects at both business to business (B2B) and business-to-consumer (B2C) firms. For organizations implementing e-CRM, this study reveals that data integration is worth their time, money and efforts.

INTRODUCTION

With the advent of the World Wide Web (web) and electronic commerce (e-commerce), there has been a dramatic change in market dynamics in that customers, both end users and businesses, can check prices and buy from suppliers around the globe, regardless of time and distance (Stephens, 1999). Due to this surge in purchasing power, companies must view their data in a more strategic light. In addition, there is a growing trend of organizations leveraging their data resources by developing and deploying data mining technologies to enhance their decision-making capabilities (Eckerson & Watson, 2001). To address this need, organizations are implementing Organizational Data Mining (ODM) technologies, which are defined as technologies that leverage data mining tools to enhance the decision-making process by transforming data into valuable and actionable knowledge to gain a competitive advantage (Nemati & Barko, 2001). ODM spans a wide array of technologies, including but not limited to e-business intelligence, data analysis, CRM, EIS, digital dashboards, information portals, etc.

As a result of these marketplace trends, organizations must begin implementing customer-centric metrics as opposed to solely adopting product-centric metrics (Cutler & Sterne, 2001). This scenario has triggered increased interest in the implementation and use of customer-oriented ODM technologies such as Customer Relationship Management (CRM) systems. CRM can be defined as the adoption, through the use of enabling technology, of customer-focused sales, marketing, and service processes (Forsyth, 2001). CRM is the process that manages the interaction between a company and its customers. The goal of CRM is to create a long-term, profitable relationship with all of an organization's customers. It is more than just a software package — it is a business process enabled by technology. CRM vendors label these packages as CRM systems because their main goal is to analyze customer behavior and identify actionable patterns. This information is then used to improve goods and services offered to customers while increasing profitability through better relationships. CRM software provides the functionality that enables a firm to

Copyright © 2004, Idea Group Inc. Copying or distributing in print or electronic forms without written permission of Idea Group Inc. is prohibited.

17 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/crm-analytics-role-data-integration/6074

Related Content

Test-Driven Development of Data Warehouses
Sam Schutte, Thilini Ariyachandraand Mark Frolick (2011). *International Journal of Business Intelligence Research (pp. 64-73).*
www.irma-international.org/article/test-driven-development-data-warehouses/51559

Knowledge Management Practices and the Focus on the Individual
Isabel Rechbergand Jawad Syed (2016). *Business Intelligence: Concepts, Methodologies, Tools, and Applications (pp. 1539-1556).*
www.irma-international.org/chapter/knowledge-management-practices-and-the-focus-on-the-individual/142688

Data Warehousing Requirements Collection and Definition: Analysis of a Failure
Nenad Jukicand Miguel Velasco (2010). *International Journal of Business Intelligence Research (pp. 66-76).*
www.irma-international.org/article/data-warehousing-requirements-collection-definition/45727

Step towards Improving the Voluntary Interruption of Pregnancy by Means of Business Intelligence
Andreia Brandãoand Filipe Portela (2016). *Applying Business Intelligence to Clinical and Healthcare Organizations (pp. 43-63).*
www.irma-international.org/chapter/step-towards-improving-the-voluntary-interruption-of-pregnancy-by-means-of-business-intelligence/146062

BI's Impact on Analyses and Decision Making Depends on the Development of Less Complex Applications
Robert Sawyer (2013). *Principles and Applications of Business Intelligence Research (pp. 83-95).*
www.irma-international.org/chapter/impact-analyses-decision-making-depends/72563