ABSTRACT

Customer relationship management, CRM, is at the core of any customer-focused business strategy and includes the people, processes, and technology questions associated with marketing, sales, and service. Mobile CRM is a solution that extends the reach customer relationship management applications to employees, channel partners and outsourced field professionals whenever and wherever needed. This study provides essential knowledge to management of the organization regarding CRM, pros and cons of mobile CRM over traditional CRM under various aspects, as well as investment criteria for mobile CRM. The study has a limitation that the project research works are done based on the case and research studies of the companies and industries in other countries that are fully deployed with mobile CRM solutions, due to the fact that currently in Thailand there is no such industry of the scope that is fully deployed with mobile CRM solutions and thus no practical management strategies or/and financial projections are available. The study recommended that future research can be extended to this paper on the technical and marketing aspects of the mobile CRM solutions throughout the third generation mobile network and the market trend.