



RESEARCH ARTICLE

E- Procurement as Application of Electronic Customer Relation Management

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Abstract

Electronic purchasing as the application of electronic customer relation management (E-CRM) features is designed to bring the customer close and make it possible feels more valuable than the introduction of competitors thus gaining a competitive advantage that aims to gain customer satisfaction and loyalty and thus the long-term success and sustainability of the organization. Hence, the project was designed to evaluate the impact of E-CRM implementation in stages the electronic purchase to increase the value of the customer in different dimensions.

Keywords: *Procurement, Internet, E-CRM, Application.*

Introduction

The advent of Internet technology, especially the World Wide Web, has brought about tremendous changes in the way in which organizations compete among themselves, and have led to significant changes in the way they communicate organizations with their customers, as there has been a significant change in customer behavior and their thinking has led Use the Internet to provide more information about the products and customers have become able to Look for the products they need and evaluate the alternatives from then take a purchase decision, where they are considered Organizations that do not benefit from Internet technology are not considered to provide added value to their customers.

E-commerce has become one of the pillars of a new global economy focused on [1] Internet use and e-commerce) Many in existing business organizations, and the creation of new organizations with new business models and processes, As electronic commerce has become an important feature of the Internet age, usage has spread The Internet is largely in Arab countries, where the number of Internet

users in the Middle East in general 2000 was about 3 million users while it rose to 90 million users at the end of June 2012.

After all this development in the use of the Internet and e-commerce this has created challenges for The existing business organizations to revisit the most fundamental relationship of which is the relationship of the Organization With its customers, and since we are fully aware that all business organizations aim first and foremost to sustainability, it is Under these circumstances organizations should attract more new customers and focus on retain existing customers by building a long-term relationship based on trust between the organization and the client, There is no doubt that this goal is especially difficult in light of the rapid changes in technology, and with the multitude of options for customers.

Customer Relationship Management

The concept of CRM: is the philosophy that puts customers at the point of product design for directing the resources and efforts of the organization to provide the

best services and enhance customer loyalty to them. It is a business strategy whose focus is primarily on the customer to get satisfaction and maintain its loyalty by providing a distinctive service to him. It is a business philosophy that allows the organization to understand the thinking and behavior of customers and analyze their needs. And knowledge of their aspirations through the information stored in databases, so that companies can reach what they want, as well as predict their future behavior and make sound marketing decisions time and quality, to maintain the profitability and development of its business.

Identify the types of customers, their categories, the products they want and the problems they face, in particular. In terms of services, which is one of the most important factors to maintain the loyalty of customers, where it suffers. Large companies are suffering from losing customers.

There are statistical studies indicating that the rate of loss of customers in companies may reach 20% of the total number of customers each year, and the cost of the process of acquiring a customer new may be six times the cost of maintaining the existing customer. And 68% of clients change. Companies and institutions that deal with them because of services, it is noted that only 4% of these customers who have stopped dealing previously have complained of poor service. While 90% left without prior notice. And that 82% of customers whose problems have been resolved have come back to deal with the same companies.

The Concept of Customer Relationship Management

Traditional to become CRM. After entering the Internet has changed the idea of CRM, in line with the global trend, E-CRM. Manages e-CRM. Companies integrate business management systems with the capabilities of the CRM system. In order to provide outstanding applications to companies to give them the opportunity to compete strongly under the E-CRM variables and new markets, it uses direct communication channels with customers through the Internet and E-mail. Customer

relationship management. Electronic is able to deal with customers automatically without human intervention or interference. Human beings to the limit; these applications will allow companies to manage their relationship with customers in unique way of the Internet and the World Wide Web environments. One of the definitions of e-customer relationship management provided by researchers in this field is application. It is an extension of relationship management (E-CRM). CRM on the Internet appears that there are two types: traditional customer relationship management and customer relationship management analysis.

Importance of Customer Relationship Management

One of the main goals of companies in the process of e-marketing is to maintain good relationships and durable with customers. One way to achieve this goal is through customer relationship management, this aims to achieve the following:

- Increase customer loyalty.
- Increase the effectiveness of the marketing process.
- Increase the effectiveness of customer support and service.
- Increase service efficiency and reduce costs.

The Concept of E- procurement

Online procurement is a store where it is possible to buy everything from it easily through a computer or mobile phone, often providing the best types of products to consumers. Online shopping is also known as the search for a product by visiting the store's website, and then preparing the purchase order for the desired product. Another online shopping tariff is a set of sales and purchases involving many types of goods. Such as homes, clothing, electronic devices, accessories of all kinds, and other products.

Online shopping is a relatively modern concept; the shopper may be concerned about fraud or theft, forget about any information about a purchase. Electronic account, such as a password, and may not trust that his or her personal information will be safe with merchants through the

internet, so many people deal with the idea of shopping online very carefully, which is necessary in this type of shopping; because it helps to protect individuals from any operations of the monument.

E- Procurement Benefits

The benefits of the online procurement are endless. Online procurement is now common among many, thanks to the Internet and the extensive information network. We do not need to go to the places

where products are displayed, but you can sit in your home to identify all the products.

One of the other benefits of online procurement is that it helps you a lot in identifying all the details of the products offered and you can identify the specifications of the product and prices of the product and other details on the product, which helped greatly simplify the sales and purchase, these benefits and other demonstrated in figure (1).

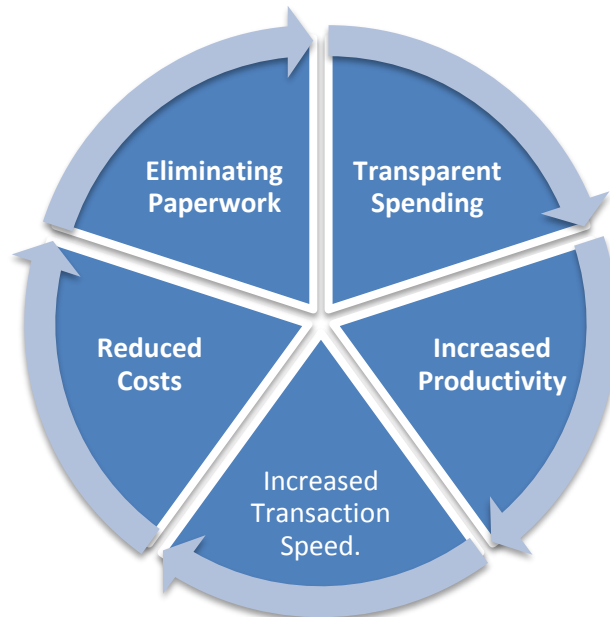


Figure 1: E- procurement benefits

Proposed E- Procurement Application

The online Buyer here- demonstrated in figure (2) - will be able to

- Check Latest Promotions : The buyer will be able to request available promotions by clicking on the View Promotions Button so The System will display the available promotions
- Search Catalog: The system shall enable buyer to enter the search text on the screen and The system shall enable buyer to select multiple options on the screen to search, then The system shall display all the matching products based on the search after that The system shall enable user to navigate between the search results, finally the system shall notify the buyer when no matching product is found on the search.
- Manage Shopping List: The buyer will be able to add products to the shopping list by clicking on the add, and the buyer should be able to remove the product and empty his shopping list.
- Create an Order: If the buyer clicks the Create an Order Button, the products/items in the shopping list will be registered as an order, The Order Number will be displayed on the screen. The main objective is to present the order information to be reviewed by the buyer before entering payment details.
- Enter Payment Details: The system shall allow buyer to confirm the purchase, and The system shall display detailed invoice for current order once it is confirmed then The system shall optionally allow buyer to print the invoice, The system shall display available payment methods for payment, and The system shall allow the buyer to

select the payment method for order, so the system shall enable user to enter the payment information.

- Online Product reviews and ratings: The system shall enable the buyer to enter their reviews and ratings.

- Online tracking of shipments: The system shall allow buyer to enter the order information for tracking, the system shall display the current tracking information about the order [2-15] .

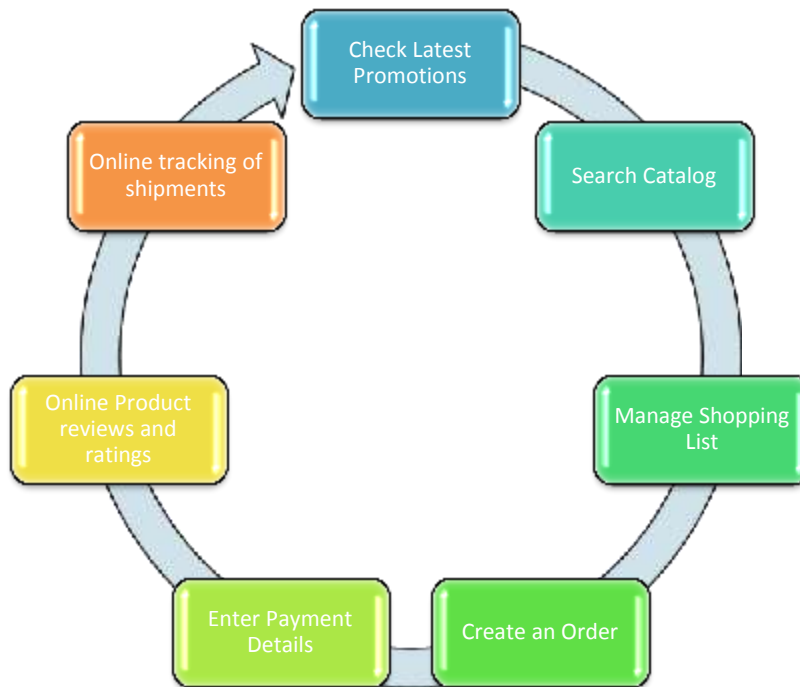


Figure 2: Proposed E-Procurement

Conclusion

The aim of this paper is to demonstrate the concept of electronic customer relation management and based on a main assumption which is It is through websites that a high degree of customer satisfaction can be reached organizations, Online procurement is one of the most modern ways of influencing the world trade sector. It has contributed to the development of many commercial tools and tools through the transition from traditional purchasing to modern e-purchasing, which relied

entirely on the use of the Internet. Time and effort on consumers, and helped them to understand the nature of products on the market. Online shopping depends on a range of requirements that must be met so that the consumer can handle this type of shopping correctly, and also commit to special shopping tips, so that he can make the purchase correctly and with a high degree of caution, so this paper try to introduce an e-procurement application from the view of buyer and how this proposed application will save customer time and effort.

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