



IMPLEMENTATION OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM) IN MODERN MARKETING MANAGEMENT (LITERATURE REVIEW)

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Abstract

This study discusses the implementation of Customer Relationship Management (CRM) in modern marketing management, focusing on the application of technology and its impact on the relationship between companies and customers. CRM is crucial in enhancing customer satisfaction, reinforcing loyalty, and facilitating personalization in marketing. Numerous studies in the past five years indicate that big data, artificial intelligence (AI), and cloud computing significantly enhance customer data collection and analysis, enabling companies to deliver more accurate and efficient services. However, the main challenge in implementing CRM is integrating various technology systems. Great opportunities lie in using data analysis to understand customer preferences and create more relevant and individual experiences. This study provides insights into how CRM can optimize marketing strategies in various sectors, including e-commerce, banking, retail, and B2B, and its impact on long-term customer relationships. With the right CRM, companies can create more value for customers and achieve greater success in marketing.

Keywords: Customer Relationship Management, Customer Satisfaction, Customer Loyalty, Modern Marketing

INTRODUCTION

The rapid advancements in technology have significantly altered the marketing aspect of business. Customer Relationship Management (CRM) is a concept that is becoming increasingly significant in marketing management. CRM is a strategy companies use to manage interactions with existing and potential customers to build long-term, mutually beneficial relationships (Chatterjee & Rana, 2023). Companies must focus on customer needs and create a more personalized experience in this digital era. Therefore, CRM becomes very relevant to support these goals, where companies can collect customer data more effectively, analyze their preferences, and develop more targeted and effective marketing strategies.

In modern marketing management, CRM implementation is important because it can help companies understand customer needs and wants and increase their loyalty. With the help of advanced technologies such as big data and artificial intelligence (AI), companies can process customer information more efficiently and provide more personalized and relevant services. Effective CRM implementation enhances marketing efficacy and fortifies the relationship between the company and its customers, potentially augmenting long-term customer satisfaction and loyalty. This study

examines the utilization of CRM in contemporary marketing management and the role of technology in enhancing CRM implementation for improved outcomes.

With increasingly complex market dynamics and high levels of competition, companies need to innovate in marketing to stay relevant and competitive. Therefore, implementing CRM is important to manage customer information, be it demographic, behavioral, and preference data, which is then used to design more targeted and effective marketing strategies. CRM information technology makes it easier for companies to collect and analyze customer data in real-time, providing a more personalized experience and promptly meeting customer needs (Sweeney, 2024).

The application of CRM in modern marketing management is not only limited to the use of technological devices but also includes integration between various departments within the company, such as sales, customer service, and marketing itself. This integration aims to create a more holistic and comprehensive approach to customer relations. With this approach, each department can work synergistically to provide faster, more responsive, and more relevant customer services. It allows companies to understand better customer behavior and preferences to provide more targeted and personalized solutions, ultimately improving the overall customer experience. Effective CRM implementation can increase customer satisfaction, a key factor in driving loyalty and strengthening long-term customer relationships.

Along with increasing customer loyalty, companies can also feel a positive impact through increased profitability. According to Kumar et al. (2023), collaboration between departments supported by an integrated CRM system can create operational efficiency and increase marketing effectiveness, which drives sustainable profits for the company. Therefore, investing in a strong CRM system and a deep understanding of customer needs is a strategic step to achieve a competitive advantage in an increasingly dynamic market.

However, although many companies have implemented CRM, challenges must be addressed. Several studies have shown that although CRM technology can speed up data collection and processing, companies often need help integrating this data into a broader marketing strategy. Another challenge is the need for more skills and knowledge in utilizing CRM technology optimally by existing human resources, so its effectiveness is limited (Nguyen et al., 2024).

Several studies have demonstrated that an effective implementation of CRM can bring significant competitive advantages to businesses; however, to achieve this, it is necessary to have a comprehensive understanding of how to implement it and the factors that influence it. As a result, this study aims to investigate the application of customer relationship management (CRM) in contemporary marketing management using a literature review. In addition to providing recommendations for businesses that want to maximize customer relationship management (CRM) in their marketing strategies, this study aims to identify the factors that significantly impact CRM implementation.

The following is a table that describes the Research Problems of the research on the implementation of Customer Relationship Management (CRM) in modern marketing management based on a literature review:

Table 1 Research Problems

Research Problem	Reason	Impact
Challenges in CRM technology integration	Differences in technology platforms and systems used in companies	It slows down the CRM integration process and reduces the effectiveness of customer data management.
Limitations in marketing personalization	Lack of integrated data and in-depth analysis of customer preferences	Suboptimal customer experience, potentially reducing customer satisfaction and loyalty
Barriers to utilizing the latest technologies (AI, Big Data)	Limited resources and expertise in utilizing advanced technologies	Companies need help to improve CRM efficiency and effectiveness, reducing competitiveness in the market.

The table above illustrates the main issues faced in CRM implementation, including technical challenges such as difficulties in integrating existing technology systems, limitations in utilizing scattered customer data, and lack of resources to implement the latest technologies such as big data and AI. These challenges could hinder the company's operational efficiency in managing customer relationships, which can affect the effectiveness of marketing strategies. Companies may need help providing more personalized and relevant services and optimizing customer experience, which is key to increasing customer loyalty and satisfaction. Therefore, these challenges must be overcome with careful planning and selection of the right technology so that CRM implementation can support the success of modern marketing management and provide added value to the company.

The purpose of this study is to analyze the implementation of Customer Relationship Management (CRM) in modern marketing management by reviewing various recent studies related to the implementation of CRM in various industrial sectors. This study aims to understand how the latest technologies, such as big data, artificial intelligence (AI), and cloud computing, affect the effectiveness of CRM in improving the relationship between companies and customers. In addition, this study also aims to identify the challenges faced by companies in integrating CRM technology and explore opportunities that can be utilized to improve customer experience and customer loyalty. By conducting an in-depth literature review, this study can provide more comprehensive insights into best practices in CRM implementation and contribute to developing more efficient and technology-based marketing strategies in the future.

LITERATURE REVIEW

Customer Relationship Management (CRM)

"Customer Relationship Management" (CRM) is a strategic approach businesses implement to manage and analyze customer interactions. The primary objective of CRM is to strengthen

relationships with customers and further increase their level of satisfaction. A customer relationship management system (CRM) integrates different aspects of an organization, such as marketing and customer service, to provide customers with a more personalized and responsive experience.

The use of technology in CRM, such as big data and artificial intelligence (AI), allows companies to analyze customer behavior and offer products or services that align with their preferences. Recent research shows that effective CRM implementation can increase customer loyalty, operational efficiency, and company profits (Chatterjee & Rana, 2023; Kumar et al., 2023). Additionally, CRM integrates various aspects of an organization, such as sales, customer service, and marketing, which work together to create better customer experiences, strengthen relationships, and support sustainable business growth.

Modern Marketing

The implementation of technology in customer relationship management (CRM) is having an increasingly significant impact on contemporary marketing. Implementing customer relationship management (CRM) enables businesses to collect customer data in a more structured manner, which can then be analyzed to generate deeper insights into customer behavior and preferences, as stated by Chatterjee and Rana (2023). Big data and artificial intelligence (AI) are two examples of technologies that speed up the process of service personalization. It enables businesses to create marketing campaigns that are more relevant and targeted to their specific audiences. Thus, technology-supported CRM improves customer experience and strengthens loyalty and long-term relationships between customers and companies (Chatterjee & Rana, 2023; Sweeney, 2024).

According to Kumar et al. (2023), using Customer Relationship Management (CRM) systems allows companies to collect and analyze customer data more effectively, which is the basis for designing more efficient and targeted marketing strategies. Data collected through CRM provides in-depth insights into customer preferences, behaviors, and needs, allowing companies to develop more personalized and relevant marketing campaigns.

By utilizing information technology in marketing, companies can increase flexibility and responsiveness to rapidly changing market needs. Big data and artificial intelligence (AI) enable real-time data analysis so companies can adjust their strategies more quickly and precisely. In addition, applying digital technology in marketing facilitates more efficient interactions with customers, accelerates decision-making, and improves the overall customer experience. Therefore, using CRM technology helps companies manage customer relationships and increases the company's competitiveness in an increasingly competitive market.

Technology Integration in CRM

Integrating technology in CRM today transcends the mere utilization of fundamental software. Incorporating technology in Customer Relationship Management (CRM) has transformed corporate

interactions with customers. Implementing Artificial intelligence Customer relationship management facilitates service personalization through anticipating and modifying anticipation marketing strategies. Artificial intelligence examines extensive customer data to yield insights that assist companies in enhancing sales and the overall customer experience (Zoho, 2024). Additionally, automation in CRM systems reduces routine tasks, such as data entry and customer follow-ups, allowing companies to focus more on valuable interactions (Ivosights, 2024). However, implementing this technology requires new skills and attention to data privacy issues for successful integration.

Applying artificial intelligence (AI) in CRM allows companies to automate various processes, from customer segmentation to predicting future behavior. AI can analyze customer data in real time, identify patterns, and provide more accurate recommendations to improve customer interactions. Thus, the integration of advanced technology in CRM not only serves to improve operational efficiency but also strengthens the company's competitiveness in an increasingly competitive market. Sweeney (2024) argues that companies that can integrate this technology well have an advantage in creating a better customer experience, which can ultimately improve their position in the global market.

METHOD

This research uses a qualitative methodology in conjunction with a literature review approach. The purpose of this method was to analyze and synthesize several different studies and theories that are associated with the role that marketing management plays in the process of constructing long-term customer value.

Types of research

This study uses the literature review method, a research technique that collects, analyzes, and synthesizes information from various relevant sources to understand the concept and development of a topic. Snyder (2019) explains that systematic literature studies allow researchers to integrate data from multiple sources to produce a deeper and more holistic understanding. Implementation of Customer Relationship Management (CRM) in modern marketing management, the literature review method allows researchers to identify various existing findings, theories, and practices and to explore how CRM is applied in various industrial sectors. CRM allows companies to collect, store, and manage customer data centrally, which can then be used to understand customer needs and customize the services or products offered. It helps the company increase customer satisfaction, expand market share, and increase loyalty (Fernandes et al., 2023; Ibrahim & Afrina, 2013)

According to Kumar et al. (2023), the literature review approach allows researchers to identify the latest trends in CRM usage and see the challenges and opportunities in its implementation. This method also provides a broader picture of CRM integration with the latest technologies, such as big

data and artificial intelligence (AI), which increasingly play an important role in modern marketing management (Sweeney, 2024).

Data source

The data sources in this study come from relevant and reliable literature related to the implementation of Customer Relationship Management (CRM) in modern marketing management. The main data sources consist of scientific journal articles, textbooks, research reports, and academic publications that discuss various CRM concepts, theories, and practices applied in various industries and sectors. In addition, additional data sources involve documents explaining technological developments such as big data and artificial intelligence (AI) related to CRM in the marketing context.

According to Chatterjee and Rana (2023), the data used in this study were obtained from various journals focusing on CRM implementation and its impact on modern marketing strategies. This literature helps dig deeper into understanding how technology can support more efficient customer relationship management.

Data collection technique

The data collection technique used in this study is a systematic search of academic databases and scientific journals relevant to the research topic. Researchers use several scientific journals and database platforms such as Google Scholar, JSTOR, and ScienceDirect to obtain articles discussing CRM and its application in marketing. The articles taken are those published in the last 5-10 years to ensure that the information obtained is relevant and up-to-date.

The search process involved using keywords such as "Customer Relationship Management," "CRM implementation," "modern marketing strategies," "big data in CRM," and "AI in CRM." Each article found was then filtered based on the relevance and publication quality criteria.

Data Analysis Techniques

After the data is collected, the thematic analysis technique is used. This method is used to identify patterns, themes, and trends that emerge from the literature that has been analyzed (Xiao & Watson, 2019). The researcher organizes the information in the literature into relevant categories, such as the application of technology in CRM, challenges in CRM implementation, and its impact on modern marketing.

The thematic analysis allows researchers to dig deeper into the implementation of Customer Relationship Management (CRM) across different industry sectors and identify key factors that influence the success or failure of its implementation. By analyzing themes emerging from different studies, researchers can uncover consistent patterns and trends in CRM implementation and evaluate the impact of different strategies. This process also includes comparisons between existing research

findings, which helps provide more comprehensive and in-depth insights into the effectiveness of CRM. Through this approach, researchers can draw stronger conclusions about best practices and key challenges faced in CRM implementation across different industry contexts.

FINDINGS

Findings regarding the implementation of Customer Relationship Management (CRM) in modern marketing management, namely:

Table 2 Research Findings

Author (year)	Research purposes	Theoretical Framework	Method	Participant	Key Findings
Chatterjee & Rana (2023)	Analyzing the implementation of CRM in the e-commerce industry to improve customer satisfaction	CRM Theory, Customer Satisfaction Theory	Literature study & Thematic analysis	E-commerce companies, Customers	CRM implementation improves personal interactions with customers and increases customer satisfaction and loyalty.
Kumar, Sharma & Pasi (2023)	Assessing the challenges and opportunities in CRM implementation in retail companies	Marketing Theory, CRM Technology Theory	Survey and interview	Retail managers, Customers	The main challenge is technology integration, while the opportunity lies in data analysis to improve customer experience.
Sweeney (2024)	Analyzing the role of big data and AI in CRM for more effective marketing	Big Data Theory, AI, CRM Theory	Literature study & Thematic analysis	Enterprise technology, Marketing teams	Big data and AI are critical in improving marketing personalization and CRM efficiency.
Smith & Adams (2022).	Measuring the impact of CRM on customer loyalty in the banking sector	CRM Theory, Customer Loyalty Theory	Quantitative survey	Bank customers	Effective CRM increases customer loyalty by optimizing digital experiences and personalized communications.
Lee et al. (2021)	Analyzing the influence of technology in CRM implementation in B2B companies	CRM Theory, Organizational Technology Theory	Case study	B2B companies, Marketing teams	New technologies like cloud computing help in enhancing CRM integration in B2B companies.

RESULTS AND DISCUSSION

This study examines the implementation of Customer Relationship Management (CRM) in modern marketing management by reviewing the findings of several relevant studies in the last five years (2019-2024). Based on the results of the studies that have been analyzed, various important aspects of the implementation of CRM can be dissected to understand the challenges, opportunities, and impacts on marketing.

Research result

1. Chatterjee & Rana (2023), in their research analyzing the implementation of CRM in the e-commerce industry to improve customer satisfaction, found that good CRM implementation can strengthen personal relationships with customers. Using integrated CRM technology, companies can provide a more personalized experience, increase customer loyalty, and create a closer relationship between the company and customers. This study shows that CRM is focused on increasing sales and improving the quality of customer interactions with the company, which can increase customer satisfaction and loyalty.
2. Kumar, Sharma & Pasi (2023) identified various challenges and opportunities in implementing CRM in the retail sector. The main challenge they encountered was technology integration, especially in terms of unifying various existing CRM platforms. However, they also identified that the biggest opportunity lies in utilizing data analytics to improve customer experience, allowing companies to understand customer needs and preferences better. The right use of data can create more efficient marketing strategies and improve the quality of customer service.
3. Sweeney (2024), in his research on the role of big data and AI in CRM, emphasized that these technologies play a very important role in marketing personalization and CRM efficiency. The use of big data allows companies to gain deeper insights into customer behavior and preferences. At the same time, artificial intelligence (AI) can help provide more accurate recommendations and personalization of services. This study shows that by utilizing both technologies, companies can be more effective in managing customer relationships and increasing marketing effectiveness.
4. Smith & Adams (2022) measured the impact of CRM on customer loyalty in the banking sector. They found that effective CRM implementation can increase customer loyalty through optimizing digital experiences and personalized communications. The study shows that in the banking sector, CRM enables service providers to communicate more closely with customers, provide relevant offers, and resolve issues faster, building a stronger sense of trust and loyalty among customers.
5. Lee et al. (2021) examined the influence of technology on CRM implementation in B2B companies. They found that new technologies, such as cloud computing, significantly improve CRM integration in B2B companies. Cloud computing makes it easier for companies to store customer data in a centralized platform, allowing faster and more efficient access. The study also

highlighted the importance of using technology to support better interactions between companies and their clients, leading to stronger and more sustainable relationship management.

DISCUSSION

The studies' findings indicate that implementing CRM in contemporary marketing has many potential advantages. However, it also presents several obstacles that need to be conquered. The implementation of customer relationship management (CRM) is centered on personalizing customer relationships, collecting and utilizing customer data, and utilizing advanced technologies such as artificial intelligence and big data to enhance marketing efficiency.

Technology integration has become a central issue in many Customer Relationship Management (CRM) studies, especially with the emergence of advanced technologies such as big data, artificial intelligence (AI), and cloud computing. These technologies enable companies to collect and analyze large amounts of customer data more efficiently. Big data provides deeper insights into customer behavior patterns and preferences, while AI enables more precise personalization and more accurate predictions of future customer needs. As such, companies can develop more effective marketing strategies, improve customer experience, and strengthen their brand loyalty. These technologies also accelerate decision-making, enabling companies to respond more to changing market needs and customer behavior trends.

Nevertheless, the integration of systems that are capable of connecting a variety of customer touchpoints continues to be the most difficult obstacle in the process of implementing CRM technology. It is common for businesses to experience challenges when attempting to unify the numerous platforms and systems that the marketing, customer service, and sales departments utilize. Customer data can become fragmented if proper integration is not performed, hindering a company's ability to provide consistent and personalized experiences at every point of interaction. Therefore, while technology can improve CRM efficiency and effectiveness, companies must overcome the technical challenges of unifying existing systems so that CRM implementation can run smoothly and provide maximum results.

In the context of B2B (business-to-business) companies, the use of CRM technology is very important to create more efficient and well-managed relationships. B2B companies often deal with clients with more complex needs and longer transaction processes, so CRM technology helps simplify communication and management of these interactions. By leveraging big data and analytics, B2B companies can understand their clients' buying patterns and preferences and provide more personalized and relevant solutions. This technology also facilitates integration between various departments within the company, such as sales, customer service, and marketing, which helps ensure that the information needed to serve clients is always available and up-to-date.

Meanwhile, CRM is very important in helping retail and e-commerce companies more easily identify and understand customer preferences. Companies can customize product offerings, promotions, or even marketing communications according to specific customer needs and desires through data collected from previous interactions. With CRM, retail and e-commerce companies can provide a more personalized customer experience, increasing satisfaction and strengthening customer loyalty. This technology allows companies to respond quickly to changing customer preferences, providing better service and increasing competitiveness.

From customer loyalty, effective CRM implementation is essential to strengthen the relationship between the company and its customers. CRM allows companies to establish more personal communication with customers so that customers feel more appreciated and understood. In addition, CRM also allows faster handling of customer problems and complaints, which contributes to increased customer satisfaction. Customers who are satisfied with their interactions and get quick solutions to their problems tend to be more loyal to the brand. Therefore, effective CRM implementation focuses on increasing sales and maintaining and extending customer relationships, ultimately contributing to the sustainability of relationships and long-term profits for the company.

CONCLUSION

Based on the findings of the research that has been discussed, it is possible to conclude that incorporating Customer Relationship Management (CRM) into contemporary marketing management plays a significant part in enhancing the relationship between businesses and their customers. Many studies have demonstrated that an efficient implementation of customer relationship management (CRM) can boost customer satisfaction, strengthen customer loyalty, and foster marketing personalization.

Big data, AI, and cloud computing are important in optimizing CRM strategies, especially in collecting customer data and providing more targeted services. However, the main challenge in implementing CRM is adequate technology integration, especially in companies with separate CRM platforms. Nevertheless, great opportunities remain, especially in analyzing data to improve customer experience and create more effective marketing strategies.

CRM is used to increase sales and create stronger and more sustainable relationships with customers, whether in e-commerce, banking, retail, or B2B sectors. Successful CRM implementation will help companies create more value for customers, sustainably increasing customer loyalty and satisfaction.

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