

ABSTRACT

The vital component of any organization is to look into the needs of their customers- whether for profit and not for profit. It is, however, not easy to cater to their needs; especially when it comes to information needs, within higher education institutions (HEIs). The main purpose of this study is to identify various informational constraints within university administration and how CRM (Customer Relationship Management) will play a vital role in providing quality of information services to its customers (students) and efficient management of administrative tasks. MUET (Mehran University of Engineering & Technology, Jamshoro) is used as a case study. Students are the main customers whereas; MUET administration provides information services to students and acts as a facilitator or service provider. There is, however, lack of quality of services due to manual/ paper based work and lack or absence of effective customer relationship management, which in turn results in slow generation of reports, increased response time, and decreased university administration performance.

Quantitative methodology is used in this study. Primary data was collected through questionnaire and secondary data was collected through existing literature, website and other electronic resources. The data was analyzed using various techniques of SPSS (Statistical Package for Social Sciences); such as Cronbach's Alpha, Descriptive Statistics and Pareto Analysis. Based on the analysis it was found that, within MUET context, there observed to be lack of top management involvement, lack of employee motivation, lack of online information system and lack of trainings. It was suggested that CRM system should be implemented to encounter those inefficiencies; by employing relationship oriented philosophy, online information administration, empowering staff, encourage participation and service quality improvement trainings.

This research contributes in many ways: new addition to CRM literature; it may increase the efficiency of information system; recruit and retain customers; etc. If the recommendations are utilized, it may increase employee productivity and improve information services across university.