CUSTOMER RELATIONSHIP MANAGEMENT AS A STRATEGY FOR ENHANCING BUSINESS PERFORMANCE OF CEYLON ELECTRICITY BOARD A MANAGERIAL PERSPECTIVE

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Abstract

The major objective of this study was suggesting a model for implementing customer relationship management at Ceylon Electricity Board as a strategy for enhancing business performance.

CEB is unable to respond customer complaints on time for any power rectifications in different areas. As a result, customers are not getting timely services. Any customer requests such as name change, getting estimates for special requests etc. consume a great deal of time to fulfill the needs of CEB's customers. Customer loyalty is also declining towards CEB, which is proved by way of hooks supply, illegal theft in meter, adjustment in measurements etc., directly affect the CEB marketing and financial performance. For the last so many years the relationship gap between management of CEB and consumers is increasing which proves that customer relationship management is not implemented at CEB.

In order to address the research problem, primary data and secondary data were collected. Questionnaire method employed for primary data collection of this study. CEB annual reports, other published journals and magazines used for secondary data. the collected data fed into the SPSS and multiple regressions was used as tool for analysis.

This study attempted to conclude that Customer Relationship Management implementation will improve Ceylon Electricity Board overall business performance. Business performance is mainly influenced by technology Based Customer Relationship Management. Customer relationship management organization (CRMO)is not much contributing to the business performance of CEB. It is, farther, revealed that Knowledge Management is also one of the main variables that influences on Business performance of CEB. Key customer focus is also one of the key variables which will contribute to the business performance of CEB.