ABSTRACT

This paper uses a case study of a global B2B services firm to develop the ‘CRM maturity’ construct and examine its impact on customer satisfaction. We find that CRM maturity alone does not positively impact customer satisfaction; instead, its dimensions Information Management and CRM Technology act as enablers, with the greatest impact coming from Customer Awareness, Handling of Diverse Customers, and CRM Organization and Culture.

KEYWORDS: CRM maturity, B2B customers, Case study