

The Effects of Information Technology on Employee User Satisfaction, Customer Satisfaction, Service Quality, and Customer Relationship Performance

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Abstract: *The performance of customer relationships, employee user satisfaction, employee service quality, and customer satisfaction are all examined in relation to information technology in this article. Three research questions regarding the roles of information technology in the context of customer relationship management, the impact of information technology on the user satisfaction and service quality of front-line employees, and the impact of information technology user satisfaction on employee service quality and ultimately customer satisfaction are addressed. Along with finding the answers to the study questions, a mechanism for how information technology influences the two primary actors in the front-line business process—customers and customer service representatives—is also revealed. The study focuses mostly on CRM technology, or customer-related information technology. The importance of relational information processes and technology utilisation in customer relationship performance is studied, and the moderating effects of supply integration and the mediating effect of customer knowledge are discussed. In terms of five levels, the operational CRM technology known as sales force automation (SFA) is also analysed for its impact on customer service. The causes of CRM technology failure include a lack of connectivity between the supply chain and the relationship information processes, as well as organisational and environmental variables. The impact of information technology use on users' satisfaction among employees is discussed using the needs theory and equity theory. Understanding the relationship between user pleasure and employee service quality, which is regulated by employees' embodied service knowledge, using the service profit chain (SPC) hypothesis. Finally, a variety of studies have examined the effect of service quality on customer satisfaction.*

Keywords: CRM, IT, Customer satisfaction, Service quality, performance