CRM in the libraries context: proposal of implementation in CEFET/RJ Central Library

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Abstract

This paper presents a proposal for implementing Customer Relationship Management (CRM) in the CEFET/RJ Central Library using the DDI Model and CRM Four Pillars Model. Therefore, it addresses the management of customer relationships within a strategic management perspective of academic libraries. The research method adopted was the case study, with application of a specific instrument to measure the degree of relationship of the library with its customers, combined with an extensive literature research. After collecting and analysing the data, the aspects that can be improved in the library in question have been identified, and included in the proposal. This research is limited due to the method used in the sense of just addressing the point of view of a specific library and depending on scarce local research literature on the matter. The results showed that the studied library is able to adopt the focus on the user, through CRM, and that many of the elements of it are already covered by the collections management system already adopted. It was found that, with the adoption of CRM, libraries can achieve higher user satisfaction and operational excellence. Thus, this study mainly contributes to the strengthening of the theoretical studies of Librarianship focused on the strategic management of libraries and user studies and serve as a support tool for libraries that want to deploy CRM.

Keywords: Relationship marketing, CRM, Strategic libraries management, Academic libraries.