CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS AND EMPLOYEE SELECTION PROCESSES WITHIN HEALTH CARE ORGANIZATIONS

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ABSTRACT

The purpose of this research paper is to discuss the correlation between Customer Relationship Management systems and Employee Selection Processes within healthcare organizations. Recruiting employees who have personality traits consistent with customer-orientated behavior positively contributes to the successful implementation of Customer Relationship Management System. Traditional methods are also useful when conducting interviews to identify the best candidate for the job. Knowing what you need, asking the right questions, assessing your management style, setting expectations clearly or offering competitive compensation benefits and rewards. Peer interviewing is an innovative method of selecting employees during the hiring process. This method incorporates involving employees with the same skill set conducting interviews with the inclusion of their management. Implementing a collaborative environment can contribute constructively to the success of any organization. Creating a win-win scenario where both sides find agreeable outcomes, concepts and solutions that go beyond the interest of the individual involved can advance rather than decline the success of the implementation of any Customer Relationship Management system and Employee selection process within the healthcare field.

INTRODUCTION/CONCLUSIONS

Customer Relationship Management (CRM) is a method that uses information technology solutions to develop an ongoing relationship with customers to maximize the value an organization can deliver to their customers over time. The objective of CRM initiatives is to establish a service-oriented architecture where customer data can be shared across business functions and applications. The CRM system would allow interconnected functional areas of the company, sales and support, service and support, and marketing to share demographic and activity data about the customers. Several stages must occur before any computer system, such CRMs, can be implemented successfully within any organizational environment. There are at least four stages required for the successful implementation of any system; planning stage, design stage, build stage, testing stage and then go-live.
Future research is suggested based upon prior research (Buckley and associates, 1992-present; Carland and associates 1984-present; Klentzman & Associates.

REFERENCES


