

ABSTRACT

This thesis aims to conduct a comparative study of E -CRM solutions with free software and implementing the most efficient in the IT Services company, the strategies chosen are Apache OFBiz Opentaps , Sugar CRM, Vtiger CRM. These three are chosen for being the most currently used, belonging to applications with free software, work stability , and easy access to packages which will choose the best alternative that fit to the business needs, supporting processes of customer assistant present in Pymes as they are pre-sales support , sales , sales support , marketing , ecommerce for benefiting to IT Services business needs. The research is qualitative. The type of study is descriptive because it will use existing information to interpret both the current situation of the company and to choose the solution strategy using theoretical transversal arguments because it would be performed in a prospective time given, since the results obtained will serve to the company to maintain a real knowledge of the quality of service provided to the customer. The following describes each of the chapters that makes this thesis, this work begins with Chapter I. The introduction will be about the project, objectives and scope of the same. Chapter II. Development of the theoretical framework and methodologies that contain definitions of E -CRM , functions , evolution, benefits , trends that exist today and the impact that occurs when an E -CRM tool is used in a company. We will proceed with an analysis of the business environment by PESTEL tool as well as the current situation of the company using the SWOT tool. Chapter III. The identification and interpretation of the three tools selected for deployment and configuration. Chapter IV. Comparative analysis of the three tools E -CRM is performed, based on parameters and comparisons valid. Once selected, it must be implemented in the company IT Services for validation and staff training. We design and implement the management model of customer services, which enables a process of efficiency. Chapter V. Conclusions and recommendations will be made about the tools, processes and results achieved.

Keywords: E -CRM, Customer Services, presales, sales.