

CRM USER SATISFACTION AT A CREDIT UNION REGARDING MEMBER SERVICE

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Abstract

Customer Relationship Management (CRM) supports the management of customer relationships by organizing information and recording interactions over time. In this context, the main objective of this study is to analyze the satisfaction level of employees of a credit union with its CRM system, identifying the main difficulties found in its use and examining how these difficulties affect member service and relationships. The research is a descriptive case study with a mixed-methods approach, using a structured questionnaire with 28 closed Likert-scale questions and 2 open questions, applied to employees from five branches, resulting in 71 valid responses, which represent 73.95% of the sample. The data were tabulated and analyzed based on the closed and open answers, with frequencies, percentages, and means for the quantitative part, and thematic grouping of the open answers to support the interpretation of the results. The findings indicate that 97.2% of respondents use the system daily and that overall satisfaction with the SIG reaches an average of 3.89 on a five-point scale. The format and ease-of-use dimensions show the most positive evaluations, with averages of 4.08 and 4.04, while speed is the main critical point, with an average of 2.51 and 85.9% of answers between very dissatisfied, dissatisfied, or neutral. It is concluded that the system is perceived as relevant for member service, although technical improvements are needed to increase its efficiency and contribution to relationship management.

Keywords: Customer Relationship Management (CRM), User satisfaction, Credit union, Information system.