

Abstract

Rapid development of online applications supporting the corporate activities causes that the CRM software is being implemented more and more. Firms are looking for the ways how to stay competitive and retain their own customers. This thesis deals with the influence of CRM implementation on the profitability and growth of SMEs in the Czech Republic. For its purpose it uses economic data from MagnusWeb database and data collected through online questionnaire. In the first part it offers theoretical summary of the concept of CRM and CRM implementation, including the critical factors for CRM success. In the second part it comments from theory point of view surprising results of the econometric analysis and possible reasons leading to such results.