

# EL PROYECTO CRM-CONSTR-ES: ANÁLISIS DEL USO DE CRM Y SUS BENEFICIOS ESPERADOS EN LAS EMPRESAS DEL SECTOR DE LA CONSTRUCCIÓN EN ESPAÑA

## THE CRM-CONSTR-ES PROJECT: ANALYSIS OF THE USE OF CRM AND ITS EXPECTED BENEFITS IN COMPANIES IN THE CONSTRUCTION SECTOR IN SPAIN

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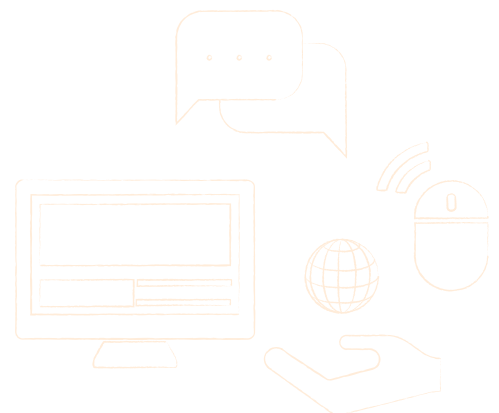
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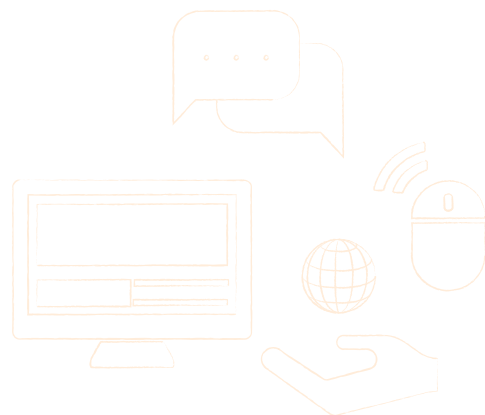


## RESUMEN

El proyecto CRM-CONSTR-ES tiene como objetivo primordial determinar el grado de adopción de soluciones tecnológicas de Customer Relationship Management (CRM) por las empresas del sector “Construcción” en España. Tanto el despliegue y uso de las soluciones tecnológicas CRM, como las estrategias de gestión integral de las relaciones con los clientes, aparecen como una de las áreas de gestión con más posibilidades de crecimiento en las empresas del sector de la construcción en España. Posiblemente ello sea debido a la falta de estudios que demuestren cual puede ser el impacto que el uso de CRM puede tener sobre el desempeño organizacional y resultados empresariales de dichas empresas. El objetivo de este artículo es presentar un proyecto de investigación diseñado para analizar cual es el grado de penetración de CRM en estas empresas, así como su estado actual de ejecución y los resultados del mismo. La metodología o plan de trabajo establecido se ha basado en la elección de un Partner tecnológico de referencia con el que elegir una muestra poblacional de empresas suficientemente representativa, la elección de las variables de análisis, y la construcción (a partir de estas variables) de un formulario para la recogida de datos que luego serán analizadas científicamente. Las respuestas al formulario obtenidas en la primera fase concluyen que, como se esperaba, el grado de adopción de CRM es aún relativamente bajo. De las respuestas se concluye y sugiere como línea de investigación el análisis de los beneficios esperados del uso de CRM.

## PALABRAS CLAVE

Customer Relationship Management, CRM, Sector Construcción, Grado de uso de CRM, Adopción de CRM, Transformación Digital, Desempeño Organizacional.

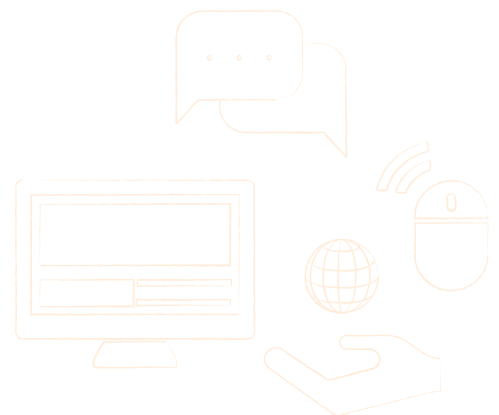


## ABSTRACT

*The main objective of the CRM-CONSTR-ES project is to determine the degree of adoption of Customer Relationship Management (CRM) technological solutions by companies in the “Construction” sector in Spain. Both the deployment and use of CRM technological solutions, as well as the comprehensive management strategies for customer relationships, appear as one of the management areas with the greatest potential for growth in companies in the construction sector in Spain. Possibly this is due to the lack of studies that demonstrate the impact that the use of CRM can have on the firm performance and business results of these companies. The objective of this article is to present a research project designed to analyze the degree of penetration of CRM in these companies, as well as its current state of execution and its results. The established methodology or work plan has been based on the choice of a reference technology Partner with which to choose a sufficiently representative population sample of companies, the choice of the analysis variables, and the construction (from these variables) of a form for data collection that will then be scientifically analyzed. The responses to the form obtained in the first phase conclude that, as expected, the degree of adoption of CRM is still relatively low. From the answers, the analysis of the expected benefits of the use of CRM is concluded and suggested as a line of research.*

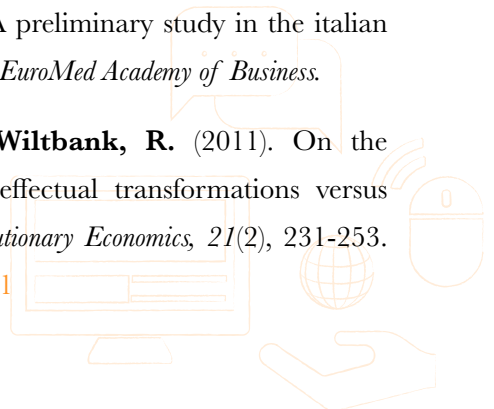
## KEYWORDS

*Customer Relationship Management, CRM, Construction Sector, Degree of use of CRM, Adoption of CRM, Digital Transformation, Firm Performance.*



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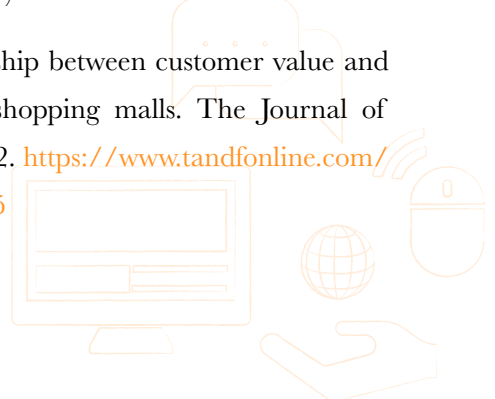
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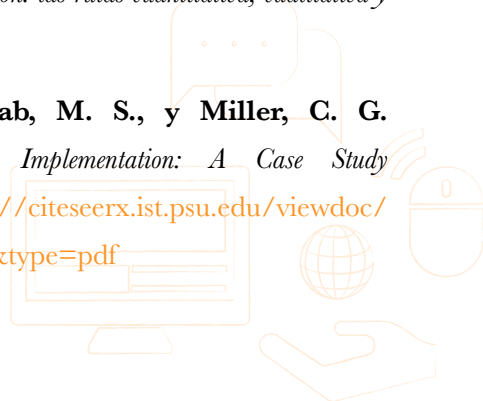
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