



A Study on Adoption and User Satisfaction of Focus Softnet ERP & CRM Solutions in Hyderabad

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DOI - 10.5281/zenodo.21450401

Abstract:

Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) systems have become essential tools for organizations to improve operational efficiency, integrate business processes, and enhance customer relationships. Focus Softnet is one of the leading providers of ERP and CRM solutions used by various organizations for managing financial, operational, and customer-related activities. This study examines the adoption and user satisfaction of Focus Softnet ERP and CRM solutions among organizations in Hyderabad. The research focuses on understanding how effectively the software supports organizational operations, improves productivity, and enhances user experience. Primary data was collected through a structured questionnaire from 50 respondents who are users of Focus Softnet ERP and CRM solutions. Secondary data was collected from journals, company websites, and industry reports. The study analyzes user perceptions regarding system usability, performance, reliability, and overall satisfaction. The findings indicate that most users are satisfied with the system's functionality, integration capabilities, and efficiency in managing business operations, although certain areas such as training and technical support require improvement.

Keywords: ERP, CRM, User Satisfaction, Focus Softnet.

Introduction:

Enterprise Resource Planning (ERP) and Customer Relationship Management (CRM) systems are widely used by organizations to manage business processes, resources, and customer interactions effectively. ERP integrates various organizational functions such as finance, human resources, production, and supply chain into a single system. CRM focuses on improving customer relationships by managing customer data, sales processes, and service operations.

Focus Softnet ERP and CRM solutions provide integrated platforms that help organizations streamline operations and improve

decision-making processes. These systems allow businesses to manage resources efficiently, reduce operational costs, and enhance productivity.

Despite the advantages, the success of ERP and CRM implementation depends largely on user adoption and satisfaction. If employees find the system complex or inefficient, it may affect productivity and system usage. Therefore, studying the level of adoption and satisfaction among users is important to understand the effectiveness of the system.

Problem Statement:

Many organizations implement ERP and CRM systems to improve operational efficiency, but the success of these systems depends on user acceptance and satisfaction. This study aims to examine how effectively Focus Softnet ERP and CRM solutions are adopted and how satisfied users are with their performance.

Literature Review:

Davenport (1998) explained that ERP systems help organizations integrate various functional areas and improve organizational efficiency through centralized data management.

Somers and Nelson (2001) identified that user training, system usability, and management support are key factors influencing ERP implementation success.

Ngai, Xiu, and Chau (2009) studied CRM systems and concluded that CRM adoption improves customer satisfaction and organizational performance.

Saeed and Abdinour (2013) found that user satisfaction with ERP systems depends on system quality, information quality, and service support.

Gupta and Kohli (2006) stated that ERP systems improve decision-making capabilities and help organizations manage complex business processes effectively.

These studies highlight the importance of user satisfaction and adoption in determining the success of ERP and CRM systems.

Objectives of The Study:

1. To analyze the adoption level of Focus Softnet ERP and CRM solutions among organizations in Hyderabad.
2. To evaluate user satisfaction with Focus Softnet ERP and CRM systems.
3. To identify factors influencing the effective use of Focus Softnet ERP and CRM solutions.

Research Questions:

1. How widely are Focus Softnet ERP and CRM solutions adopted by organizations in Hyderabad?
2. What is the level of user satisfaction with Focus Softnet ERP and CRM systems?
3. What factors influence the effectiveness of Focus Softnet ERP and CRM solutions?

Research Methodology:**Research Design:**

The study follows a **descriptive research design** to analyze user adoption and satisfaction with Focus Softnet ERP and CRM solutions.

Sample Size:

The study uses a sample size of **50 respondents** who are users of Focus Softnet ERP and CRM systems.

Sample Area:

The research was conducted in **Hyderabad city**, focusing on organizations using Focus Softnet ERP and CRM software.

Data Collection:**Primary Data:**

- Structured questionnaire distributed to employees using the system.

Secondary Data:

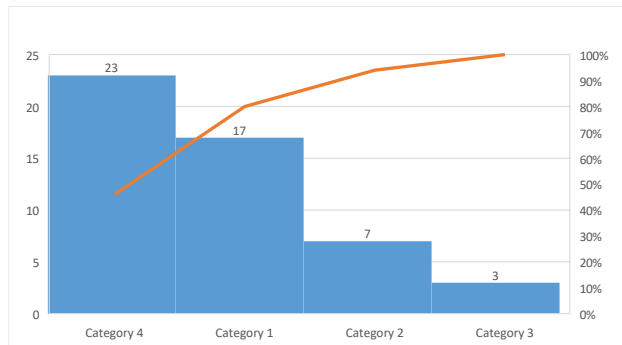
- Research journals
- Company websites
- Industry reports
- Books and online sources

Sampling Technique:

The study uses **convenience sampling technique** to collect responses from available ERP and CRM users.

Data Analysis:**Table 1: User Satisfaction Level**

Satisfaction level	Respondents	Percentage
Highly Satisfied	18	36%
Satisfied	20	40%
Neutral	7	14%
Dissatisfied	5	10%

Graph 1

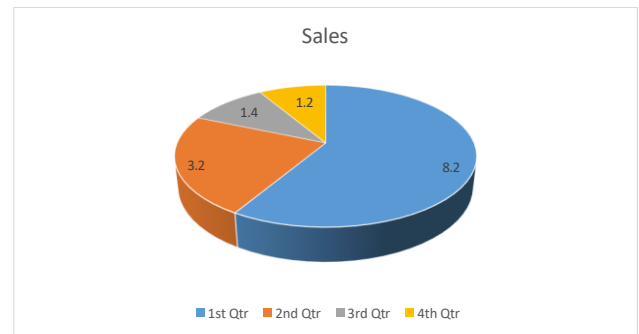
(Bar graph showing satisfaction levels)

Interpretation:

The analysis shows that **76% of respondents are satisfied or highly satisfied** with Focus Softnet ERP and CRM solutions. This indicates that the system effectively supports organizational operations. However, 10% of respondents expressed dissatisfaction, suggesting the need for improvements in certain features and support services.

Table 2: Perceived Benefits of ERP & CRM

Benefit	Respondents	Percentage
Improved Efficiency	15	30%
Better Data Management	12	24%
Improved Customer Relationship	10	20%
Better Decision Making	8	16%
Other Benefits	5	10%

Graph 2

(Pie chart showing benefits of ERP and CRM)

Interpretation:

The results indicate that **improved efficiency and better data management** are the most significant benefits experienced by users. ERP and CRM systems help organizations streamline operations, improve communication between departments, and support better decision-making processes.

Findings:

- Most organizations in Hyderabad have adopted ERP and CRM systems to improve operational efficiency.
- A majority of users are satisfied with the functionality and performance of Focus Softnet ERP and CRM solutions.
- The system helps organizations manage data and customer relationships effectively.
- ERP integration improves coordination between departments.
- CRM features enhance customer relationship management.
- Some users reported difficulties in system training.

Suggestions:

- Organizations should provide proper training programs for employees using ERP and CRM systems.
- Focus Softnet should improve technical support services.

- User interface design can be improved to enhance usability.
- Regular system updates should be provided to meet changing business needs.
- Organizations should encourage employees to use ERP and CRM systems effectively.
- Data security measures should be strengthened.

Conclusion:

ERP and CRM systems play an important role in improving business efficiency and customer relationship management. The study shows that Focus Softnet ERP and CRM solutions are widely adopted by organizations in Hyderabad and most users are satisfied with their performance. The system helps improve operational efficiency, data management, and customer interaction. However, some challenges related to training and technical support still exist. Organizations should focus on improving user training and system support to maximize the benefits of ERP and CRM systems. Overall, Focus Softnet ERP and CRM solutions contribute significantly to organizational productivity and business process integration.

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