

ABSTRACT

In times of constant market change, in order to adapt, organizations need to collect and analyze extensive customers' and business partners' data, which requires the introduction of new IT solutions such as analytical CRM. The research was focused on the organizational factors and was based on e-questionnaire. The research sample was $n = 105$ of organizations that use analytical tools to analyze their customers, business partners and suppliers. Exploratory and confirmatory factor analysis (EFA/CFA) revealed that all of the scales used for measuring factors in relation to the use of CRM analytical tools were sufficiently reliable for the further use in scientific research. The results of EFA/CFA are important for future research, as well as for the organizations since we can explain the impact of organizational factors in the successful use of analytical tools in CRM.

Key Words: Analytical Customer Relationship Management, Analytical Tools, Critical Factors, Measurement Scale