

# Application of Customer Relationship Management Practices in the Industrial Process

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## Abstract

The focus of research is to discuss customer relationship management practice and their effect on customer satisfaction. Today, business organizations are living in a highly competitive world, and for any bank to know its customers because they are the cornerstones on which business is based. Study observed the research problem as competition among bank has changed the way of conducting with consumers. Customers nowadays became more sophisticated and started seeking best providers. Furthermore, banks face huge request in satisfying large amount of customers as the number of orders and customers increase day after day. Research objectives formulated are: to know the importance of CRM in industrial practice, to measure the level of customer satisfaction, to assess the relationship in between CRM and customer satisfaction. Methodology says that The Population which is collects from Kurdistan International Bank in Erbil, at Kurdistan region from Iraq. The research data is collected by developing questionnaire, the research is of quantitative method which tends to address the numerical data and statistics rather than the quality of data. The use of management expertise to provide advice on conducting marketing research on the surrounding environment and how to exploit opportunities and meet the challenges that the responses showed a lack of such research. Review the customer relationship management program periodically during the year to determine its performance.

**Keywords:** Customer relationship management, CRM, management, satisfaction,

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## Introduction

As a result, to increased competition in the market nowadays, organization faces great challenge to attract customers and sustain good relationship with them. The last several years witnessed the rise of customer relationship management as important business approach to gain customer satisfaction. The focus of research is to discuss customer relationship management practice and their effect on customer satisfaction (Tellis, 2008). Today, business organizations are living in a highly competitive world, and for any bank to know its customers because they are the cornerstones on which business is based. It must have a leading management to be in the front row and maintain its position in the market among the competing organizations. Customer relationship management has recently emerged as a strategic solution to modern business problems. It is based on a business philosophy that all business activities must revolve around consumers (where the essence of business has changed) From going towards Product to customer orientation. This means changing the marketing strategy from (inside to outside) to (outside to the inside) and this focuses on the needs of the customer rather than the characteristics of the product (Swaminathan, 2004). Customer relationship management impacts are reflected directly in marketing performance. The marketing performance represents the extent to which the organization can achieve the targeted success in the existing business and represents the common denominator of the attention of the management scientists. It is also a central element of all branches and fields of administrative knowledge, as well as being the most important dimension to the various business organizations, Whether or not the performance is expressed by "how well the company achieves its long-term goals such as survival, adaptation and growth (Srinivasan, 2005).

Organizations face significant challenges in implementing large-scale integrated systems such as ERP and customer relationship management. Implementation of the customer relationship management system has been identified as an urgent need to adapt to the overall business strategy of selling solutions rather than products. The application was driven by business users and played a facilitating role in IT, so we were confident that users were making the most of the application. Once successfully applied, the system can introduce impact mode where it can challenge the business strategy. Different case studies provide different results for CRM applications because of the complementary nature of customer relationship management systems (Alok, 2009). Given the rise of analytical customer relationship management, we believe it will play an increasingly central role in marketing research. For this reason, we tried to assess the situation of the area in this area and determine the unique challenges of selecting researchers in generosity. As we have said, there are numerous unsolved analytical problems and challenges. We hope that this article will inspire new answers and new approaches to solve them (WAGNER, 2005). Business activities of occupational health and safety companies are a special responsibility for social responsibility. The interaction and interaction of these companies with their customers must include a certain standard level of interaction with different configurations, dimensions of organization, interaction, training, impact and customer. Investigations have established restrictions on the implementation of the current practice and guidance guidelines

for clients from Croatian occupational health and safety companies (Robert, 2011). As a result of this work, students are more motivated to make recommendations to others when the student life cycle is well managed at the college. He also found that the management of strong parental relationships in college led students to prefer their colleges and universities. It was also observed that the management of effective parental relationship at the university increases the level of intention of repeated care for the student (Jeje, 2008).

### Literature Review

The research was managed as a consequence of find out the gratification average and confinement average of these manufactures. The concentrate of the research was to locate if efficient customer relationship management has an effect on customer obeisance, a extended or scrubby term fiscal effect on the organization, if pull off customer relationship effectiveness structure customer confidence in the organization and if the customer price interest in labor latest buy (George, 2012). The customer retention strategy helps the company to make a profit because only 5 percent of current customers can manage 85 percent of the company's total profit. Customer retention is a copy of the customer split ratio. The voice feedback of the customer feedback, complaint management, training of the front personnel, special awards and customer presentations will increase the performance of the business, which is a development in the working environment of the employees. As customer satisfaction increases, the overall picture will be presented to them and more value for the business will be created (Nischal, 2015). The first institutions that adopted the concept of customer relationship management were banks. Even before the customer relationship management concept was adopted, banks were trying to establish a quality relationship with customers. The customer relationship management approach provides the ability to create a comprehensive concept that attaches importance to customers. The customer relationship management strategy provides the benefits that the bank uses when communicating with its target audience and delivers high-performance products and services to meet customer needs. The concept of customer relationship management involves modifying the bank and customer positions in a number of logical steps (Marko, 2015). This case study identifies a number of key issues for the implementation of good customer relationship management within the banking sector. The idea of the application is that the client is able to create one identity card to provide full service, satisfy them and protect them. For this reason, it is necessary to integrate information collected from all distribution channels into well-organized data art. However, if all parties involved are not part of evolution, doing so is not logical (Adam, 2010).

The results obtained without this study can be generalized and further studies can be made based on this study framework. I hope that these research studies will certainly add some of the information in the customer relationship management literature because customer relationship management is a problem for all small and large businesses. Every company tries to establish and maintain a customer relationship to protect its business and profitability (Muhammad, 2014). The purpose of this study is to provide a deeper understanding of how customer relationship management can be used to improve relationships with consumers. Theoretical Framework and Experimental Results of the Literature Review. The results of this study revealed that most of the activities in the relationship development process are in line with the interaction model, which is defined as an essential element in the relationship building process. Information, trust and commitment. When combined, they contribute to interdependence (MARIAM, 2015). Achieving a company-wide commitment to customer relationship management requires continuous education and training. While business processes in the company are believed to support the sharing of customer information and knowledge, it appears that customer focused training is limited and the performance measure is seen to be largely based on achieving sales goals (Fiona, 2008). Both customer and travel agencies have proved that both price and time for airline selection are the main concerns of air travelers, according to the views of both customers and travel agencies. The price is shown as an important incentive for Thai airline passengers. The main reason for this is that Thailand is a developing country with a large land transportation network including buses and trains. Customers who choose to fly generally compare the price of airline tickets with ticket prices from government-provided land transports. Air travelers pay great attention to the prices offered by airlines and are worried about publicity (Colin, 2007). Customer relationship management is a powerful tool. However, all banks understand the need for customer relationship management, but not every bank implements the proper concept of customer relationship management. Basically customer relationship management is an important business policy. It is very useful for customers, shareholders and employees. Banks have implementing customer relationship management to some level, but still on the first stage. Banks must to recognize the demands and needs of their customers and then make their policies and training to provide them powerfully or successfully (Nayab, 2017). The E-CRM framework presented in this article focuses on current e-business needs so that the organization can succeed in a highly competitive e-commerce environment. This article discusses consumer behavior in the online marketplace and the factors that control consumer behavior towards organizational goals. The view of the regulatory business model of the consumer can affect the results of a successful E-CRM process. Other factors influencing the results of the successful implementation of the E-CRM system are available to determine the future of the prospective and / or other researchers (Usman, 2012).

Universities or academic institutions that offer student exchange programs or study abroad are important for conducting regular research to examine the enjoyment and preferences of international students. The university / institution may use social networking sites to gather opinions and feedback from international students. Universities / institutions and faculty should include students to find innovative and interactive ways to learn and develop learning teaching in an interesting way (Sharma, 2015). In order to obtain customer loyalty to the present company, the customer is in the loyalty of the company. Companies need to be faster, more agile and more creative than they were a few years ago, as consumers are more knowledgeable and more knowledgeable than ever. The Internet allows information to be acquired almost instantly. The Internet allows companies to create a personalized customer experience through online help, buying advice, faster turnaround to customer issues, and faster feedback on customer suggestions, concerns, and inquiries (Paul, 2001). This study also suggests that market characteristics and products affect the success of customer relationship management. customer relationship management components are developed better in organizations operating in markets that are less competitive in nature and where products are less "commodity". The sense of pressure appears to be diminishing at all levels of customer relationship management adoption except for the customer relationship management measures. This means that, although many components are not as sophisticated as organizations operating in less competitive markets, short-term results must be generally check (Kees, 2006).

### **Research Problem**

The essence of establishing a lasting relationship between customers and organization is to implement appropriate research strategies and procedures that certainly benefit the business expansion. By combining strategies understand customer need, product design accordingly, quality management, loyalty building and feedback management can effectively build its sustainable relationship with customers. Strategies related to the generosity increase a high interactive relationship with customers. Thus, if organizations use these strategies directly respond to customers focus on their needs and provide quality, they can easily take care of long-term customer relationship ever (Wyne, 2017). Competition among bank has changed the way of conducting with consumers. Customers nowadays became more sophisticated and started seeking best providers. Furthermore, banks face huge request in satisfying large amount of customers as the number of orders and customers increase day after day.

### **Research Objectives**

- To know the importance of CRM in industrial practice.
- To measure the level of customer satisfaction.
- To assess the relationship in between CRM and customer satisfaction.

### **Research Methodology**

The Population which is collects from Kurdistan International Bank in Erbil, at Kurdistan region from Iraq. The research data is collected by developing questionnaire, the research is of quantitative method which tends to address the numerical data and statistics rather than the quality of data, its composed of two parts, the first part interested in collecting personal data (demographics), which the second part is shining light on the areas of (Evaluating the Effect of CRM on customer Satisfaction) the sample for both male and female.

### **Data Analysis and Findings**

As per the analysis it shows, which is the gender of the research model, it is clear to us that 81.8% of the members of our research model of the sex of male 18.2% of the members of our research model of the sex of the female. This is a sign that the female activity in the field of the bank is active and active. It is clear that more than half of the Sample is in the age group (20 years), they reached (51.1%). In this analysis, it is clear to us that of the members of our model have a practical level of preparatory, 70.5% diploma, 20.5% bachelor, 6.8% master and 2.3% doctor. This is a reference to raising the practical level of our research model and helping more to reach a better result. Further it shows that 8% experience between 5-10, and that (11.4%) of their experience ranges from 10-15 years, (72.7%) of their experience ranges from 15-20 years, (1.1%) of their experience ranges from 20-25 years, (6.8%) of their experience ranges from 25-30 years. Demonstrates a typical division (My organization provides customized services and products to our key customers). The study shows that (86.4%) of the participants Agree (My organization provides customized services and products to our key customers). Next analysis demonstrates a typical division (All people in my organization treat key customers with great care). It shows that (69.3%) of the participants Agree (All people in my organization treat key customers with great care). Next Demonstrates a typical division (My organization makes an effort to find out what our key customer needs) shows that (53.4%) of the participants Agree (My organization makes an effort to find out what our key customer needs). Again demonstrates a typical division (The Organization achieves an economic quarter without compromising wage levels). It shows that (33.1%) of the participants Agree (When my organization finds that customers would like to modify a product/ service, the departments makes coordinated efforts to do so). Further demonstrates a

typical division (When my organization finds that customers would like to modify a product/ service, the departments makes coordinated efforts to do so) shows that (39.5%) of the participants Agree (When my organization finds that customers would like to modify a product/ service, the departments makes coordinated efforts to do so). Next demonstrates a typical division (Customers centric performance standards are established and monitored at all customer touch points) which shows that (50%) of the participants Agree (Customers centric performance standards are established and monitored at all customer touch points). It demonstrates a typical division (My organization has the sales and marketing expertise and resources to succeed in CRM) shows that (45.7%) of the participants Agree (My organization has the sales and marketing expertise and resources to succeed in CRM). Demonstration of a typical division (Our employee training programs are designed to develop the skills required for acquiring and deepening customer relationship) shows that (37.5%) of the participants Agree (Our employee training programs are designed to develop the skills required for acquiring and deepening customer relationship). The study has the explanation a typical division (My organization has established clear business goals related to customer acquisition development, retention and reactivation), shows that (53.4%) of the participants Agree (My organization has established clear business goals related to customer acquisition development, retention and reactivation). Explanation a typical division (My organization commits time and resources in managing customer relationship). Study shows that (43.3%) of the participants Agree (My organization commits time and resources in managing customer relationship). Research demonstrates a typical division (Employee performance is measured and rewarded based on meeting customer needs and on successfully serving the customers) and shows that (76.1%) of the participants Agree (Employee performance is measured and rewarded based on meeting customer needs and on successfully serving the customers). A study demonstrates a typical division (Our organization structure is meticulously designed) and shows that (56.8%) of the participants Agree (Our organization structure is meticulously designed). Further question demonstrates a typical division (My organization has the right personnel to provide technical support for the utilization of IT in building customer relationships) and shows that (42%) of the participants Agree (My organization has the right personnel to provide technical support for the utilization of IT in building customer relationships). Next it provides a typical division (My organization has the right software to serve our customers) shows that (39.7%) of the participants Agree (My organization has the right software to serve our customers). Further analysis justifies a typical division (Organization has the right hardware to serve our customers) and shows that (45.3%) of the participants Agree (Organization has the right hardware to serve our customers). Item asked as a typical division (Individual customer information is available at every point of contact) and shows that (55.6%) of the participants Agree (Individual customer information is available at every point of contact). Research on the further understanding demonstrates a typical division (My organization maintains a comprehensive database of our customers) which shows that (48.9%) of the participants Agree (My organization maintains a comprehensive database of our customers). A next item asked as a typical division (Customers can expect exactly when services will be performed) which shows that (44.3%) of the participants Agree (Customers can expect exactly when services will be performed). Further it is demonstrating a typical division (Customers can expect that my organizations employees respond to their requests promptly) and shows that (48.9%) of the participants Agree (Customers can expect that my organizations employees respond to their requests promptly). Last item demonstrates a typical division (My organizations employees are willing to help customers in a responsive manner) shows that (54.3%) of the participants Agree (My organizations employees are willing to help customers in a responsive manner).

## Conclusion

After determining the area of this research and the main problems in this area, the researcher embarked on receiving related literature on the subject matter and this was followed by collecting the necessary data analyzing it. A good understanding of customer relationship management and the problem related to customer satisfaction were identified. To find solutions to such problems the researchers designed for research questions of this research depended on how the researchers could answer these questions through the three objectives that are directly related to the question. The highlighted the effect of customer relationship management practices on customer satisfaction, but how customer practice can effect on cost and profit efficiencies: this could be a subject for future researchers. The increased focus by the bank's administrations on the value of the customer as it emerged as a powerful factor in all the hypotheses and this is evidence of the recognition of the higher and middle administrations of the importance of this element as a source of profit. The use of management expertise to provide advice on conducting marketing research on the surrounding environment and how to exploit opportunities and meet the challenges that the responses showed a lack of such research. Review the customer relationship management program periodically during the year to determine its performance.

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