

Midocean University
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Project title
The Effect of CRM on Customer Satisfaction medium Project
(COMPANY A-SAUDIA ARABIA)

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Abstract:

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1. Introduction:

Customer Relationship Management (CRM) is described as an approach to managing a company's engagement with current and potential customers through creating a trustworthy partnership. It focuses on data analysis and an evaluation of its history to build better relationships with customers, focusing specifically on customer retention and ultimately increasing revenue. The CRM program, which compiles information from various communication channels such as the client's web, the phone, email, the live chat, and resources and social media, is a primary aspect of the CRM strategy. By the CRM methodology and the tools utilized, businesses better understand how to meet their needs and target audiences. CRM systems allow businesses to communicate independently and at a relatively low cost with large customer groups. Businesses may gather individual customer experience and then formulate custom solutions and develop mutually beneficial relationships. Such approaches enhance the operational excellence of companies' headquarters and provide the ability to develop customer relations. The CRM approach aims to provide consumers with better benefits and to build good consumer connections. Throughout fact, it allows monitoring the engagement of the business with potential customers (Cavaliere, et al., 2021, p,1).

Today's customers are on average more educated and feel significantly more empowered compared to the customers of old times. For that, companies at different levels invest their resource to satisfy their customers through a long relationship. The value of the business relationship with customers involves managing the process that spans from different locations and directs its interaction with the customers (ElFarmawi, 2020,p).

Throughout fact, it allows monitoring the engagement of the business with potential customers. Nonetheless, several businesses do not have a primary concern in customer relationship management. CRM is concerned primarily with only those customer-focused companies and engaged in building long-term mutually beneficial relationships. Some businesses would like to personalize the client. The client is the most important reason for the company's success and is used to develop the objectives and business model of the enterprise. CRM is mostly needed in the services industry since it depends heavily on the individual client to pursue an intimacy strategy.

CRM systems are based on IT software to make this partnership simpler. We help manage consumers effectively across various contact points, evolve in creative systems, learn individual customers, and provide them with tailor-made solutions (Cavaliere, et al., 2021, pp.1-2).

Currently, A basic business problem lies in the absence of data concerning the benefits of utilizing CRM in improving businesses relationship with customers .

declared that there is a need to study the relationship between the use of the CRM system and customer satisfaction in terms of beneficial interaction between them. The specific business problem that some small- to medium size companies in the US face is the lack of literature on links between CRM system and customer satisfaction and hence retention. Some businesses are not very convinced that the CRM system could affect customer satisfaction or increase their profitability This research sought to remedy this aspect by using a quantitative method and a correlation research design to explore how the CRM system affected customer satisfaction and profitability(ElFarmawi,2020,p1).

CRM is mostly needed in the services industry since it depends heavily on the individual client to pursue an intimacy strategy [32-36]. CRM systems are based on IT software to make this partnership simpler (Cavaliere, et al., 2021, p1)

The implementation of a CRM program can impact customer satisfaction and customer information for various reasons [62]. Likewise, the use of the customer satisfaction and customer experience strategy is prone to effects [63-71]. CRM guarantees that its customers come home happy and strengthen their interaction with their consumers, and such activities reinforce the relation between sales representatives and clients. Customer satisfaction has important consequences for the economic performance of banking companies as customer loyalty and user behaviour can be improved, and customer complaints and client defection risks are minimized. Customers are more effectively supported by customer relationship management systems and more reliable data in day-to-day operations. When different problems require fewer meetings with the client, customer satisfaction improves .This research aims to examine the effects of CRM in ... and how it helps the company pursue its dream of reaching global customer satisfaction excellence (Cavaliere, et al., 2021, p2).

The research determined if the correlation between the two variables (CRM system as predictor and customer satisfaction as a criterion) contributes to the development of the small-to-medium-sized companies in the US. The result was collated and tabulated within SPSS statistical program to compute the findings. The result showed the perfect linear relation between two variables, which meant that the participants agreed that the utilize of the CRM system has impacted customer satisfaction. The CRM system aimed at improving the linkage with existing customers, finding new prospective customers, and winning back former customers. It could carry into influence with software, which assists in collecting and managing customer data. The research exposed that the CRM system can create profitability to firms once they permit its full operation. The CRM system applications can also offer the firms with the framework for performing the greatest business practices in every customer-facing interchange. The participants agreed that the CRM system provides a common platform for customer interaction and communication. They are responsiveness to customers and provided them with a comprehensive outlook of the entire customer life cycle. The following table reflects the statistics of these dimensions (ElFarmawi,2020,pp.3-4).

2. Research Problem:

Customer relationship management is important because it is the strongest and the most efficient approach in maintaining and creating relationships with the customers. Customer relationship management is not only pure business but also is the building of strong personal bonding within people. However, in this case, after making intensive research researchers found out there are companies that are unable to use it CRM effectively (Al-Suraihi,2020.p2).

3. Theoretical Gaps:

As the survey was conducted from their due to slow and weak CRM also they need to understand how important it is to maintain their customer's loyalty and make them satisfy so that they know what they can achieve through its proper implementation. Besides, managing existing clients and flourishing business strive to get more clients; however, it is still several issues and challenges in reality (Al-Suraihi,2020.p2).

4. Practical Gaps:

Learning about CRM can enhance the circumstance and help in testing better approaches for advertising and business proficiently. Hence in the era of business, every organization should be recommended to have full fledged knowledge of CRM to cope up with all the business needs and influence consumer behavior.

This study is conducted to help those companies reach and accomplish those needs.

Following previous researches and documented problems, this study attempts to fill the gaps by examining the variables identified, sales, technology, customer service and customer satisfaction and their effect on the consumer behavior (Al-Suraihi,2020.p2).

This study addresses the following main research question:

"How the CRM system affected customer satisfaction ?"

5. Research Significant:

companies will survive by exploiting knowledge resources to maintain customer relationships more efficiently and effectively, as well as enhance their service quality. CRM is one of the successful management and marketing strategies that help companies increase their customer satisfaction, loyalty, and retention to build and manage long-term relationships (Al-Suraihi,2020.p2).

6. The theoretical importance:

The research highlights the importance of understanding customer needs and priorities through CRM systems to enhance business performance, contributing to the theoretical understanding of customer-centric strategies.

The findings suggest that the use of CRM systems in business can improve customer satisfaction, indicating a theoretical link between CRM systems and positive customer outcomes.

(ElFarmawi,2020,p1).

7. The practical importance:

The research fills the gap in the literature regarding the relationship between CRM systems and customer satisfaction in small-to-medium-sized companies in the US

The study develops a new survey instrument to assess the value-added of CRM systems in these companies, adding to the theoretical knowledge about the impact of CRM systems on customer satisfaction(ElFarmawi,2020,pp. 3-4).

8. Research Questions:

What is the effect of CRM on customer satisfaction?
How CRM build customer relationships "COMPANY A-SAUDIA ARABIA"?
How CRM can help "COMPANY A-SAUDIA ARABIA" understand their customers?
How does CRM help service quality "COMPANY A-SAUDIA ARABIA"?
How does CRM enhance customer communication to help "COMPANY A-SAUDIA ARABIA"?

9. Research Objectives:

To examine the effect of CRM on customer satisfaction.

To investigate the relationship between understanding customers and customer satisfaction
" COMPANY A-SAUDIA ARABIA".

To explore the service quality in customer satisfaction" COMPANY A-SAUDIA ARABIA".

To assess the effectiveness of enhancing customer communication in improving in customer satisfaction "COMPANY A-SAUDIA ARABIA".

10. Research Hypotheses:

10.1 Main hypothesis H1:

There is a statistically significant positive relationship between CRM and customer satisfaction.

10.2 The first sub-hypothesis Ha:

There is a statistically significant positive relationship between understanding customers and customer satisfaction.

10.3 The second sub-hypothesis Hb:

There is a statistically significant positive relationship between service quality and customer satisfaction.

10.4 The third sub-hypothesis Hc:

There is a statistically significant positive relationship between enhancing customer communication and customer satisfaction.

10. Research Model:

The following figure shows the relationship between the research variables and the research hypotheses as follows:

Customer Relationship Management (CRM)

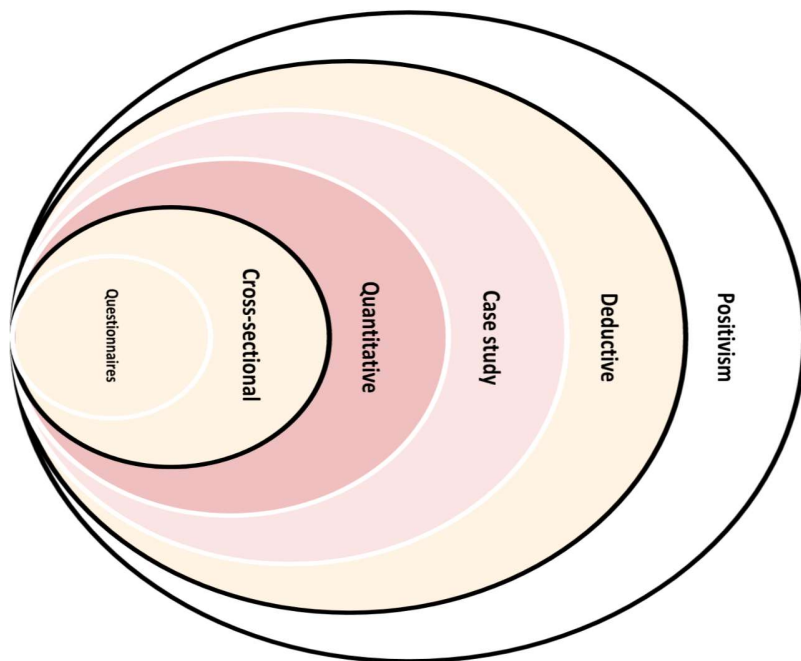
Understanding customers
Service quality
Enhancing customer communication

H1, Ha, Hb, Hc

Customer satisfaction

Designed by researcher.

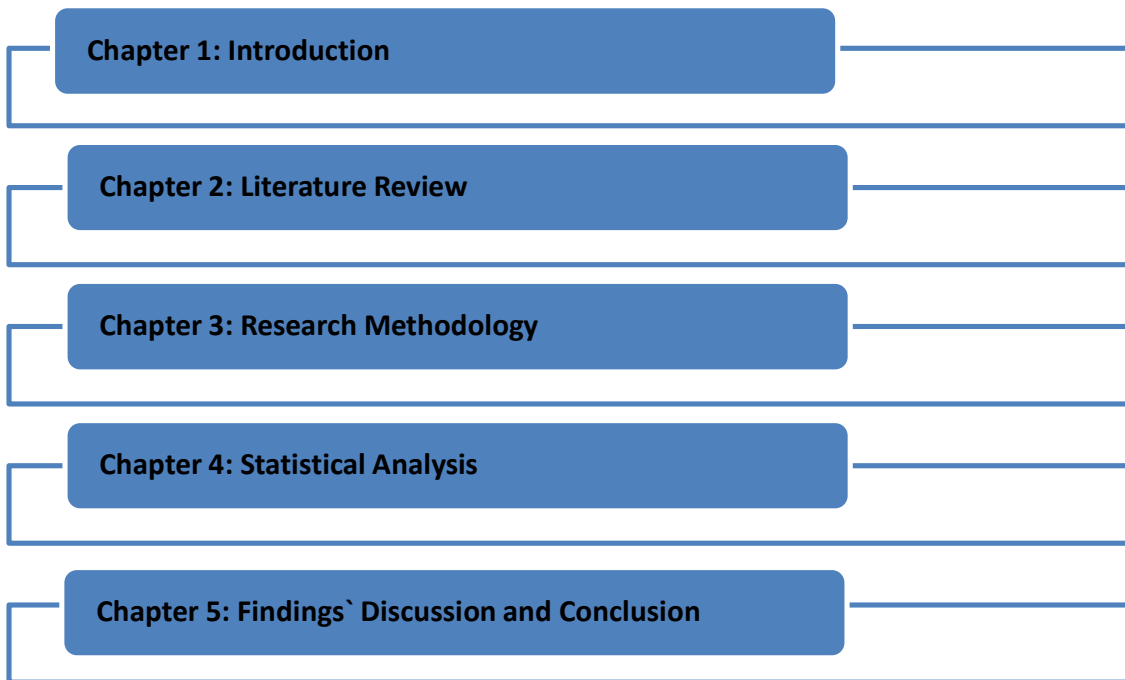
11. Research Methodology:



12. Empirical Study:

13. Project Structure:

Structure Project Suggested



14. Literature Review:

15. Conclusion:

16. Reference:

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