

Analysing the performance of Customer Relationship Management (CRM) system emphasizing on customer-focused management system and using the social media technology in active companies in the field of information technology

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ABSTRACT In the new trends of business , it is important to achieve the customer satisfaction and senior managers are well aware that the success in achieving corporate objectives is possible through attention to customer satisfaction . On the other hand you can not say that all customers equally involved in the company's success. Accordingly , it is critical to deal with the Key Customers satisfaction . Thus, it is necessary to design and apply a proper system to attract and retain the customers and manage the relationships between companies and customers truly . Nowadays , this system are known as customer relationship management system . Main question of existing survey include : do customer-focused management system and using the social media technology influence on performance of customer relationship through capabilities of Social CRM ? For this reason, active companies in the field of information technology in Tehran city to be considered as statistical population and needed information was collected using a questionnaire. 27 companies were selected and 4 questionnaires were offered to business department of these companies . Only 25 companies filled the questionnaires (100 questionnaires in sum) . We applied the judgmental sampling method . The main variables of this research include : customer-focused management system , using the social media technology and capabilities of Social CRM . The methodology used in this study is Descriptive/Correlational Research as well as practical in nature . Finally , all

hypotheses were confirmed more than 1.96 in t-statistic .

Keywords : Keywords : costumer-focused management system , using the social media technology , capabilities of Social CRM , performance of customer relationship management (CRM)

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