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# **Assessing the influence of CRM dimensions on organization performance(Case study: Sobhan Darou Corporate employees in Rasht)**

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**Abstract** Customer relationship management as a best practice strategies to improve performance and ensure long-term survival of the organization. The impact of the implementation of customer relationship management on organizational performance are not sufficiently understood and still felt the lack of empirical studies in this field. The purpose of this study was to assess the relationship between size and performance of an organization's CRM Rasht Sobhan Pharm. The research objective is applied. The study of how to collect data for a study numerous descriptive and correlational. The data collected is standard. The research staff Sobhan Pharm Rasht made using Cochran's formula for the limited sample size of 204 is estimated to make more than 250 questionnaires were distributed 211 questionnaires returned by the analysis was performed. The results showed that the impact of CRM on the performance of the organization.

**Keywords :** . **Keywords:** organizational performance, CRM, financial performance, customer orientation

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