

# Customer-centric social role in the customer relationship system of Guilan Bank Saderat

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**Abstract:** Nowadays, the use of systemes such as CRM management is not only a competitive advantage but also it is a necessity for organizations. Undoubtedly, information technology has been one of the main factors of change in organizations and social networks has important role as a social characteristic, the driving foundation force for social cohesion in business activities are the most important transit role. Prediction of customers' needs by using the information published in social media and customer relationship management in the form of the two-way interaction, resulting in enhancing the marketing activities in the organization. The aim of this study was to evaluate the role of social customer-centric customer in relationship system performance to customer in Guilan Bank Saderat. The method of research is the description in form of the survey and its purpose is functional. In this regard, the staff of Guilan Bank Saderat As the population of this study were surveyed and they have leadership positions. The sampling method was used in this study, is simple random sampling. Data collection was done by using a questionnaire and by using SPSS software and Smart PLS were analyzed. The results of tests showed that customer-centric management system and the use of social media technology has a direct and significant impact on the ability of social customer relationship management and customer relationship management capabilities to customer has positive and significant impact on the performance of relationship to customer. **Keywords:** social customer orientation, customer relationship performance, social media technology, CRM, SCRM capabilities.

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