

# **Customer Relationship Management (CRM) and its impact on the performance of the service (Case study: Imam Khomeini Relief Committee city Branch)**

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**Abstract Research** The purpose of this study was to investigate customer relationship management (CRM) and its impact on the service performance of the organization, Imam Khomeini Relief Committee in Guilan province, so that the components of customer relationship (Customer Satisfaction, Customer Relationship Relationship with the Customer, Management Style) and the service performance of the organization was examined. The current research is applied in the field of applied information and in terms of collecting information in the field of information; the research method in this study is based on the form of hypothesis of descriptive and analytical type of causal. The sample size is 234 people. A designed questionnaire was distributed to all statistical community after its validity was confirmed through content validity and reliability through Cronbach's alpha. And to calculate the Cronbach's alpha coefficient, version 23 of SPSS software has been used. The findings of the research indicate that the relationship between the components of customer relationship and the performance of the organization of the Imam Khomeini Relief Committee in Guilan province is significant.

**Keywords :** Keywords: Customer Satisfaction, Management Style, Customer Relationship Management, Service Performance.

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