

# **Assessing the impact of E-CRM through customer service features on customer relationship quality and results Case study (ADSL High Speed Internet Clients of Guilan Telecommunication Company)**

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**In recent years, with advances in information technology and communications technology, as well as market developments, competition for customer acquisition has intensified, and we have witnessed the emergence of customer relationship management as an important business approach. E-CRM means customer relationship management and not customer relationship marketing. Management has a wider concept of marketing and includes many organizational, cultural and other factors. Therefore, successful implementation of E-CRM in organizations requires that the various factors associated with it have certain characteristics and have the necessary coherence and coordination. The existence of gaps and inconsistencies among these factors will prevent the successful implementation of E-CRM. The research methodology was descriptive / survey and the statistical population of this research consisted of all users of high-speed Internet communications in Guilan province. The statistical population of this study was 345 people and the research data were collected through a distributed questionnaire in two stages and analyzed by structural equation modeling technique using SPSS19 software. By examining the impact of the variables and the data collected, the results of the correlation test showed that there was a statistically significant influence between the variables under study. Results obtained thirteen hypotheses, the relationship between all the variables except the communication channels and the quality of the rest were confirmed.**

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