Investigating the relationship between customer relationship management and social intelligence and personality type in social security workers in Guilan province

Forough Aliashrafipour*,

The present study investigates the relationship between customer relationship management with social intelligence and personality type in social security workers in Guilan province. The research is descriptive and correlational. A tool for collecting data was a questionnaire which was taken Social Inventory Questionnaire (Trumsu, 2001), Personality Questionnaire (Myers-Briggs, 1962) and Customer Relationship Management Questionnaire (Police Station, 2010). . The statistical population of the study is all staff members of the Social Security Organization of Guilan, whose number is 716 people. Using Morgan's table, 250 individuals were ed as the statistical sample, of which 220 were questionnaires. Answers have been answered. Independent research variables include social intelligence and personality that the personality variable includes introverted personality and extroverted personality. The dependent variable is Customer Relationship Management Research. SPSS software was used to analyze the data. The results showed that there is a positive and significant relationship between social intelligence and personality variables with customer relationship management. However, the introverted variable has a positive and significant relationship with customer relationship management variable among introverted and extrovert personality variables.

Keywords : relationship between customer relationship management, social intelligence, social security workers in Guilan province