

# **The relationship of Customer relationship management (CRM) with customer response in insurance companies in Rasht**

Ali Pirgourabi\*,

**Customer access to abundant information and diverse channels of distribution and delivering of goods to choose a service or product in a competitive environment has reduced their loyalty to suppliers. For this reason, how to communicate effectively with customers and customers' survival is the most important issues affecting the stability of companies in the field of competition and to get more profitability. The main objective of this research is to study the relationship between CRM(customer relationship management)and customer response among clients of insurance services in Rasht city. The method used in the research is descriptive-survey. Also due to the applicability of the results of this research in the Gilan province, the research is classified as applied research. The research tool used is a questionnaire. In order to analyzing the validity of the research tool, structural equation modeling(SEM)has been used. After verifying the validity of the research model, pls method is used to analyze the hypotheses. The results of the analysis showed that there are a significant relationship between customer insurance and customer service, brand development, and between customer support and price response, brand development, brand preferences, intent to purchase, and ultimately between marketing support and price response, brand development, brand preferences And going shopping**

**Keywords : customer relationship management (CRM), customers' response, insurance companies.**

[Islamic Azad University, Rasht Branch - Thesis Database](#)  
[دانشگاه آزاد اسلامی واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)