

عنوان مقاله:

Effect of Customer Relationship Management (CRM) on Marketing Performance, a Case Study in Mellat Bank of Khorram-abad County

محل انتشار:

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خلاصه مقاله:

Today with more competitiveness of industries, markets, and working atmosphere in productive and service organizations, what is very important for maintaining clients present, for attracting new clients and as a result increasing growth of success in organizations is having a suitable relation with clients. Banks are among organizations which are not an exception. Nowadays, due to increasing rate of banks privatization, it can be argued that significance of attracting clients for banks is more than every time. This study tried to investigate the effect of CRM on marketing performance in banking industry. The research method was applied and survey and descriptive. The sample were 5 branches from Mellat Banks across Khoram-abad County and their clients. There are 45 personnel in this branch and according to Morgan Table, the sample size was 40 people. Clients 1 example was considered to gather information. One questionnaire was designed for bank organization and another one was prepared for banks clients whose reliability and validity were approved. The results of the study indicates that CRM is ineffective on marketing performance.

کلمات کلیدی:

CRM, Marketing Performance, Knowledge Management

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