

AN OVERVIEW OF ASSESSMENT THE QUALITY OF WORKING LIFE COMPONENTS IMPACT ON EMPLOYEE'S PERFORMANCE IN THE FIELD OF RELATION TO TAXPAYER

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Abstract

A separate value for each client organization and customer relationship management can help segmenting existing customers based on their value to organization with all of these interpretations few organizations are able to use Elements of CRM to understand their customers Therefore, to determine the relationship between quality of work life and customer relationship management have great importance and can provide effectiveness and efficiency for organizations .This paper deals with this issue and finally comes to the conclusion that components of quality of work life impact on Customer Relationship Management

Keywords: Quality of work life, Customer relationship management, Taxpayers, Effectiveness of the organization

1. Introduction

Quality of work life can be examined from two perspectives, from one perspective , quality of work lives considered as a series of objective and real circumstances, such as promote policies within liberal attitudes leadership of employee involvement measures and safe working and optimal conditions and from another perspective, quality of work lives assumed equal with staff attitude and their attitude about feeling safe, satisfaction and growth and develop potential as a human (casio, 2001: 2) this view correlate working life to the extent that satisfy all human needs. Hence, the quality of working life can be considered in terms of physical (hardware) and subjective (soft). On the other hand, the quality of working life is a multidimensional concept or structures and cannot present an agreed definition from it (Pardakhtchi, 2005: 24) from beginning of working life quality movement, in the 1970s until now, many and varied definitions have been provided that a number of definitions are mentioned here.

2. A review of the research literature

In this section, a number of definitions of quality of working life in the last three decades are provided. In choosing definitions, we tried to avoid using identical definition as possible to present a different perspective toward this concept. However according to Dolan and Schuler

quality of working life define and measure difficulty, however, there are several definitions. Arnold Vefeldman (1986) summarizes quality of work life in quality of employee relations and all workplace and reminds that In terms of workplace programs and activities that can be done to improve the quality of working life and according to the technical and economic aspects that are consider by organization more, also attention to human dimension. (Lees, & Kearns,2003) Weather and Davis have defined the quality of proper working life as having adequate rights and good stewardship, challenging working conditions, interesting and useful. Dobrin and Ireland Williams know quality of work life a process that by it, all employees through communication channels that are built to this purpose , they will have input in design of their jobs and work environment. Quality of working life provides opportunities for employees that during it, a wide range of their needs in their jobs and work place will be satisfied. In their opinion, the quality of working life has many forms and their common point is that authority of work and work place granted and through commitment, increases their satisfaction, and productivity.

According to the given definitions in management comprehensive dictionary quality of work life or job quality is a situation which an employee benefited from good supervision, good working place, adequate and fair, challenging and rewarding compensation (Zahedi, 1997: 312)

Pardakhtchi, quotes from Morehead and Griffin defined quality of work life something like: Extent that employees can satisfy most of their needs by their experience in the work place and organization (Pardakhtchi 26:2005) Beljer define quality of work life in terms of following feature:

- 1 - The role of employees in decision making
- 2 - Employee participation in problem solving
- 3 - Wire of information
- 4 - Constructive feedback
- 5 - Teamwork and collaboration
- 6 - The concept of owning and challenging
- 7 - Job security

Mirkamali define quality of work life as giving opportunity to employees to make decisions about products or their work place that want present the most effective situation (Mirkamaly, 46:2004) He also points out that if work perform in a healthy psychological situation and tension and balance cooperation, lead to higher quality of life and the development of a positive sense towards workplace that called job satisfaction. (Ling,2003) This sense, in addition to providing the needs and achieving individual and organizational goals cause physical and mental health, loyalty and finally increase organizational effectiveness and efficiency and effectiveness of the organization. United States of America labor department define quality of work life as maintain professional health, appropriate working time and sufficient pay. It also emphasize on workplace safety And states that the safety of the workplace provide the basis for enjoyable work, Work shouldn't jeopardize personal (individual) safety (Mohammadi, 36:2009). Improve the quality of working life, means any activity at each level of the organization to enhance the effectiveness of organizations through staff development and promotion of human dignity. Process that

through it stakeholders of the organization, trade unions management learn how to work together and identifies what changing act and improvements are appropriate and effective and must be made to realize the organization's goals and improve the quality of working life for all members of the organization.(Lau, R,2000)

3. Integrated relationship management with customer (ICRM)

Scholars to overcome the limitations of current CRM operations, proposed integrated customer relationship management concept. This concept provide theoretical framework for defining and establishing relationship with customers under market competition based on their needs. Also, this concept of scientific guide provides the standard process for an effective customer relationship management. Customer relationship management is based on the fact that companies with strong relationships with clients can make long-term sustainable competitive advantage. (Mir Sepasi,2003) Thus, in CRM operation, establish strong relationships with clients, is primary purpose of marketing activities and requires that all marketing functions of the organization, in order to enhance this customer relationship at first define relationship with customers in form of connection between the client and organization and type of relation make base on essential needs. In this concept, needs make values and values determine relation with customer. This intangible connection with customer is the main force behind customer behavior "loyalty" and the final factor which gives an organization a sustainable competitive advantage. To attract customers throughout their lives, only keeping their accounts in the database or record of the purchase is not enough. An organization should maintain its communication with customers based on offering the best presented value toward competitor. A key point in ICRM, is recognizing relationship with customers under market competition (Elahi and Haider 1999)

4. Conclusions

In general we can say that the collection and integration of information about customers, develop and maintain customer base, develop closer relationships with customers, increased customer satisfaction, increased customer loyalty due to better and more personalized service, making it possible categories customers exact needs and demands of the market, in partnership with customers to create shared value, do the work and get the desired results and the effectiveness of the fixed service channel for customers are CRM benefits (Ozgener and Iraz, 2005) and implementing a successful CRM strategy, In one organization that have above benefits depend on three key factors (training staff, reviewing processes and design new processes and implementing new technologies).

5. Resources

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