

ASSESSMENT OF CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM OF RED CRESCENT IN TEXTILE COMPANY USING AHP APPROACH

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Abstract

The prominent aim of this research is to discuss effective factors upon customer relation management system. Because of it, prioritize of hierarchy were used. Thus, two questionnaires like pair comparisons were provided that after discussion and measuring of tools, the research was distributed between 30 of experts of Textile industries of Iranian Red Crescent of Tehran. The sub results of hierarchy analysis showed that the SKC, SC, OS, IT, CRS, JM indices have the highest and lowest weight between discussed indices. The results of factors said the commercial, production, public relations, R&D and financial have the highest and lowest priority between different sections of Iranian Red Crescent.

Keywords: Customer Relation Management, Textile of Red Crescent, Hierarchy Analysis

Introduction

Today, the huge investment was made by different institutes on CRM. Yet, based on different reports, operation of these planes have more risks as if based on Gartner's reports, rate of assemble is lower than 30% and it is difficult to signify its costs.(Rugby, Richheld, Chefter, 2002). Now, the functions of CRM is indispensable in different domains specially services and don't neglect it and don't proceed it because of more risks and difficulties. As for more importance of preformation of CRM in public section that one of the main tools for competing and obtain competitive advantage in some of countries, it has to design suitable mechanism to reduce risks due to it. One of the weakness factors for CRM as the researchers pointed that, is lacking tools and suitable criterion for measuring and evaluating of CRM.(kroto, 2003) this organizational concept if don't evaluate accurately, cannot perform management accurately, thus, it is necessary to have comprehensive tools for CRM to systematic insight. (Klon, 2002), we have to point that CRM systems have side advantages in addition to maintain current customers and attract customers. One of these is to increase capabilities of organization in measuring benefits from new projects in organizations or develop them. This work is done by evaluating scale of restoring in CRM and its profitability and it is obvious that this parameter and its growth is final target of all changes in organization. In fact, better responding to customer needs by CRM means increase customer satisfaction and at last, increase its faithfully and this is terminated for obtain income and at last, more efficiency of organization. One of these aspects is to increase flexibility and better comprehension of organization against customers and changes. We know that customer obtains different experiences in his relations with organization who uses in his future relations and unfortunately, its negative memory is

more than positive memory. Public organizations are not exception of it specially, in current situation that people's confidence to state is so important, it has to pay attention more in attracting customer. In this chapter, we consider details of research.

Literature Review

As for today, power of seller is transferred into the buyer, the organizations considered it that competition to discriminate products is not enough and competitive advantage doesn't obtain by discriminate products but is reached by promote relation by customers. Now, the customers undertake low costs and change their faithfully from company to other easily (rousta & Ebrahimi,2002). One of methods for continuous and effective communication with customers is to use CRM. AT 1990s, condition for investment at CRM is so suitable and the companies invest it without considering the risks. Discussions showed that 55% of CRM projects did not result and 20% of users report that relation to customers was damaged (rousta & Ebrahimi,2002). Regardless CRM systems are selected for operation extensively; there is doubt about their success. Between 35 to 75% of CRM programs are defeated also; the programs are defeated not only by economical but also by communication with the customers (Bamdad Sofi and et al, 2009). CRM is strategy about customer information for increasing strategic targets. This insight emphasizes on partnership cooperation between the parties in increasing value and causing for IT developments. To assemble CRM necessities to have technical, economical and human force suitable infrastructure (Akhavan and Salehi, 2007). In regard to high cost of these systems, it is necessary to consider all factors on said process. In this research, we try to discuss effective factors on operation of CRM system of Textile Co of Red Crescent.

Research Questions

Which of effective indices on operation of CRM have high priority?
How is Weight of effective indices on operation of CRM?
Which of organization studied gain high rank?

Key factors of Success in assembling strategy:

Crm is as strategic necessity for all organizations. Since, its effective operation can increase customer satisfaction, truthful and their attraction and at last, more sales and more repeat (Papasolomou, 2002). Some of organizations have difficulty in operating of CRM so that their insight is technologically. Whereas, CRM is not technologically problem but it is working problem that the technologically tools are devoted to it and coordinate with working strategic operations. (Nagai, 2005). Rate of fault of CRM project is more than 65%. It is obvious that stop or deficit of these projects is lacking that for operating CRM what activities need. (Abella, et al, 2004). Sigalla cited the lacking framework for effective operating of CRM for these faults (Nagai, 2005). As pointed before, the customers are the best property of an organization and increasing number of organization show the focal importance of customers in current competitive world. Also, the organizations shall establish their acknowledge about customers as inter organization (different organization task) and external (call contact to customers) thus, the managers are pulling down toward important factors of success.(Greenberg, 2002)

At 2002, Gamson is regarded CRM as necessary pattern for organization which need more development and in this field, identification of necessary dimensions of CRM(Payne, 2004)

After studying related literature and with use of details of said model for facilitating of evaluation and measuring of said factors, the indices are determined. In following, you see factors following:

Customer strategy: act to select customer, analysis life cycle, and classify customers and develop valuable relations.

Deliberation strategy to customer: register customer specification, analysis cal points to customer, coordination to strategy, develop deliberation channels and obtain information.

Strategy for creating value: restore quality for increasing share of market, identification of customer needs; restore activity for establishing added value.

Culture: establish culture based on customer; establish organizational culture for responding to change, design and cleaning of office.

Individuals: suitable reward system, powerful staff, staff participation, staff satisfaction, staff education, support, committeemen and involvement of senior management

Organizational structure: process and concentrated teams on customer, integration of infra tasks and communication between units, define strategy, standard process

IT: IT infrastructure, technologically integration between systems, applied programs (OPERATIONAL) management, use of analytical tools, use of participated tools, information management, and use of customer call management

Process: quality of services and organizational products and activities, integration of activities, targeting, welcome, acquaintance, develop customer, difficulty management and returning

Knowledge and learning management: dynamic learning capability, strategies for sharing customer knowledge, strategies for applying customer knowledge, review customer knowledge and promote it (Mehrabi and et al, 2010)

In one sight, operation of a successful strategy of CRM depends on three strategic factors which have many benefits:

Educate company staff: the company staff has to learn specialized and applied courses to customers to communicate to the customers effectively and meanwhile they have ability to use new technologies.

Review of process and design new process: the institutes cannot reach to their aims without good and logical design. The companies have to define their commercial aims and develop process related to CRM for reaching to their needs. Reengineering of business process is one of the effective tools in this section.

Applying new technologies: to apply new technologies of CRM needs changes in organization infrastructure and new technologies like new working regulations, database, IT and so on, this change conduces to effective variations in organization (Mohammadi, 2003).

Research Operational Model

Conceptual model is offered in figure 1. First row show the target, second row is effective criteria in CRM and third row is options evaluated. Effective criteria in CRM were extracted by Adam lindgreen and et al at 2006. Also, options evaluated will be divided by commercial, public relation and financial. Hierarchical model will be cited.

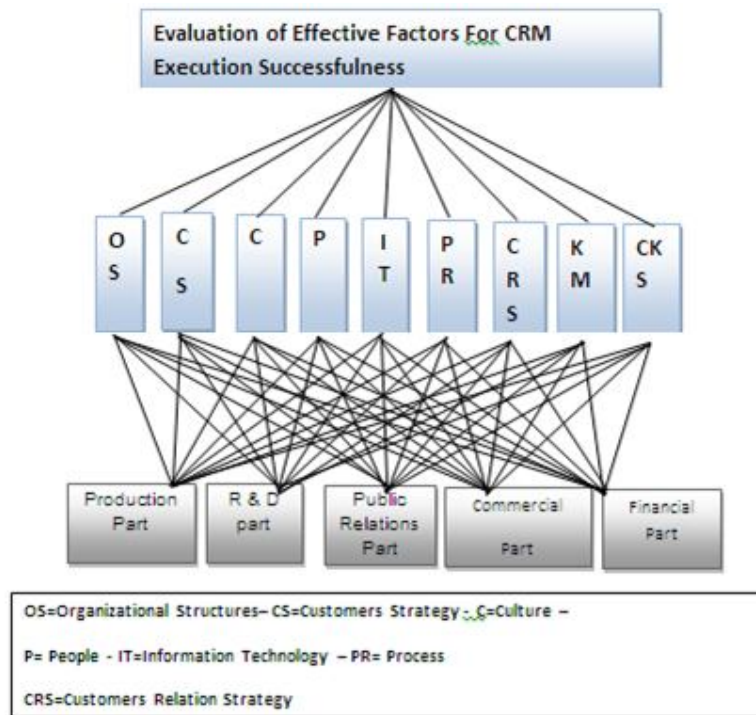


Figure 1. Hierarchical Model

Research Methodology

In this research, we describe variables in statistical society; therefore, we can regard this research as descriptive type. So that, the questionnaire tools are square type, we can use them for compare variables and this research locates in applied type. Statistical society will be consisted of all managers and expert staff in public relation. The authorities have to:

Related activity domain

At last, one year service

Direct relation to organization

As for the research is not based on statistical analysis by AHP, there is no need to determination of statistical society and statistical sampling. (daneshshakib and Fazli 2009). Thus, in this research, for prioritizing every index, conceptual of 30 experts were used. Tools for collecting data are questionnaire in this research. The questionnaire is most common tools for collecting data in measured research; it is targeted question which will be evaluated by insight of responding man. In this form, hierarchical questionnaire will be used. In questionnaire pertain to hierarchical model, it tried to remove repeated questions and at last, situation of every criterion will be based on it and every option will be numbered based on 9-0 and 0 is most weak and 9 is the best.

Determination of Weight of Criteria:

In this section, with use of software, weight of criteria will be recognized and the results are offered in table 1.

Table 1. Weight of Criterion

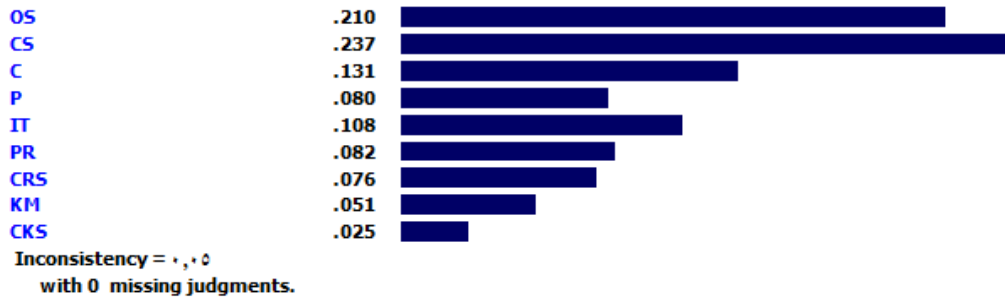
Prtty	Alts	Level 1	Prtty	Alts	Level 1
0.024	PUBLIC RELATION	IT (L: .108)	8.3		Percent PR (L: .082)
0.01	COMERCIAL	IT (L: .108)	0.024	PRODUCTION	PR (L: .082)

	PART			PART	
0.006	FINANCIAL PART	IT (L: .108)	0.019	R & G PART	PR (L: .082)
23.6		Percent CS (L: .237)	0.023	PUBLIC RELATION	PR (L: .082)
0.071	PRODUCTION PART	CS (L: .237)	0.01	COMERCIAL PART	PR (L: .082)
0.049	R & G PART	CS (L: .237)	0.007	FINANCIAL PART	PR (L: .082)
0.073	PUBLIC RELATION	CS (L: .237)	8.1		Percent P (L: .080)
0.026	COMERCIAL PART	CS (L: .237)	0.038	PRODUCTION PART	P (L: .080)
0.018	FINANCIAL PART	CS (L: .237)	0.021	R & G PART	P (L: .080)
7.6		Percent CRS (L: .076)	0.01	PUBLIC RELATION	P (L: .080)
0.02	PRODUCTION PART	CRS (L: .076)	0.007	COMERCIAL PART	P (L: .080)
0.02	R & G PART	CRS (L: .076)	0.005	FINANCIAL PART	P (L: .080)
0.021	PUBLIC RELATION	CRS (L: .076)	20.9		Percent OS (L: .210)
0.009	COMERCIAL PART	CRS (L: .076)	0.046	PRODUCTION PART	OS (L: .210)
0.006	FINANCIAL PART	CRS (L: .076)	0.052	R & G PART	OS (L: .210)
2.6		Percent CKS (L: .025)	0.049	PUBLIC RELATION	OS (L: .210)
0.007	PRODUCTION PART	CKS (L: .025)	0.051	COMERCIAL PART	OS (L: .210)
0.007	R & G PART	CKS (L: .025)	0.012	FINANCIAL PART	OS (L: .210)
0.007	PUBLIC RELATION	CKS (L: .025)	5.1		Percent KM (L: .051)
0.003	COMERCIAL PART	CKS (L: .025)	0.011	PRODUCTION PART	KM (L: .051)
0.002	FINANCIAL PART	CKS (L: .025)	0.014	R & G PART	KM (L: .051)
13		Percent C (L: .131)	0.015	PUBLIC RELATION	KM (L: .051)
0.033	PRODUCTION PART	C (L: .131)	0.006	COMERCIAL PART	KM (L: .051)
0.033	R & G PART	C (L: .131)	0.005	FINANCIAL PART	KM (L: .051)
0.035	PUBLIC RELATION	C (L: .131)	10.9		Percent IT (L: .108)
0.02	COMERCIAL PART	C (L: .131)	0.038	PRODUCTION PART	IT (L: .108)

0.01	FINANCIAL PART	C (L: .131)	0.031	R & G PART	IT (L: .108)
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As for table 1, between factors pr, 0.082, os, 0.21, km or IT to 0.108, 0.23, CRS, 0.076, L 0.025 and at last, 0.131, the related scales are determined. And sampling chart will be offered.

Figure 2 Weight Chart of Factors



As for above figure, we can say that indices CKS, CS, OS, C, IT, P, PR, CRS, KM have the lowest and highest weight between factors. Also, rate of consistency is 0.05 and show the best consistency.

As for above subject, there is hypothesis that strategy deliberation to customers have the highest priority between others and this hypothesis is not confirmed. So that above strategy has reached to the highest priority.

Concluding

In this research the required data with use of questionnaire was collected. In this section, we try to analysis the results, in first section, the general were considered. In this chapter, conceptual model and questions were cited. In chapter two, as for discussion of theoretical bases, we considered some of them and in chapter three, methodology was cited with brief of statistical society. Fourth chapter was about hierarchical. In this section, with use of software and hierarchical analysis, it was recognized that between factors pr, 0.082, os 0.08, km 0.05, IT 0.108, CS 0.23, CRS 0.076, L 0.025 and at last L .0.131 the related weights are obtained and sub results from hierarchical analysis showed that, CR, PR, P, IT, C, OS, CS, CKS had the highest and lowest weight between them. In analysis of priority of different sections based on organizational structure, it was recognized that some of sections in organization had the highest priority in which severity of them is different. In second part of the research, it was recognized that production, R&D, commercial, financial had the highest rank and consistency was suitable on them. Also, in IT section, it was recognized that production, R&D, public relation, commercial and process are so vital. As displayed before, these parts so different by priority of ranking. In analysis of different sections based on knowledge management strategy, we concluded that public relation, R&D, production, commercial and financial had the highest and lowest priority and finally, in analysis of different sections based on knowledge creation strategy, it was recognized that public relation, production, R&D, commercial and financial section has the highest and lowest rank.

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