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Evaluation of Relationship Management using SPSS

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Abstract: Relationship Management. Management of customer relationships (CRM), often known as relationship management, is the practice of maintaining and enhancing a company's commercial ties with its current and potential clients. Tracking a customer's download of a white paper is one of many applicable CRM instances. When that occurs, the website might notify a particular salesperson in that area to contact the potential client again. The idea is that by delegating many of these straightforward actions to the program, you can set up a process. Your interpersonal communication abilities will be crucial to managing relationships. It's about your capacity to bring out the best in others—your capacity to motivate and sway them, your capacity to relate to them and build relationships with them in their final days, and your capacity to support their capacity to adapt, develop, and resolve conflict. Relationship management is a tactic used to build new relationships with clients and suppliers as well as to preserve current ones. By doing this, we can boost customer loyalty to our brand, find and eliminate inefficiencies, cultivate new connections, and boost revenue. Relationship management is a tactic used to build new relationships with clients and suppliers as well as to preserve current ones. By doing this, we can boost customer loyalty to our brand, find and eliminate inefficiencies, cultivate new connections, and boost revenue. A CRM system's primary goal is to enhance the customer experience. Achieving this goal will guarantee excellent outcomes for your company as a whole. Each of the other objectives will serve to further this goal if your CRM's primary mission is to increase customer satisfaction. Similar to life, partnerships can experience ups and downs. However, if you work on your empathy, communication, conflict resolution, commitment, and love abilities, you'll see a strengthening in your relationships. The process for controlling relationships in an organization is known as employee relationship management, or ERM. These connections may exist between the company and staff members and coworkers who are on the same level. Employees need a workplace that supports their creativity in order to be effective. Customers receive individualized guidance from them, develop a rapport with them, and receive timely answers to their questions. Relationship managers look for trends that can enhance business procedures by examining the business's communication strategy, contract discussions, and legal agreements. The participants were asked to rank the importance of the following six elements in a section on romantic partners: commitment, honesty, a healthy sex life, common interests, appropriate personality, and communication. Relationship management at work aids in building cohesive teams with members that respect one another, are open to new ideas, and function well together. Your greatest employees shouldn't feel threatened by chilly workplace dynamics. Poor employee experiences are caused by confusion, stress, and anxiety. Honesty, trust, respect, and open communication are essential components of healthy partnerships, as well as a willingness to compromise from both sides. There is no disparity in power. Partners respect one another's independence, allow each other to make their own judgments, and share agreements without worrying about reprisals. "A (IT competency), B (Social media orientation), C (Relational information processes), D (Customer performance), E (Financial performance), F (Sales Calls), G (E-Mail Integration), H (E-Mail Marketing), I (E-Mail Marketing)". "A (IT competency), B (Social media orientation), C (Relational information processes), D (Customer performance), E (Financial performance), F (Sales Calls), G (E-Mail Integration), H (E-Mail Marketing), I (E-Mail Marketing)". The Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .644 which indicates 64% reliability. The above 64% Cronbach Alpha value model can be analyzed from the literature review.

Keywords: IT competency, Social media orientation, Relational information processes, Customer performance, Customer performance, Sales Calls, Email integration, E-mail marketing, Document, SPSS.

1. INTRODUCTION

The ability for businesses to select how to connect with their customers is at the heart of information technology (IT) particularly the World Wide Web. Through the Internet, businesses can connect with their customers on a more personal

level than ever before. Organizations now have a stronger ability to create, develop, and maintain long-term customer relationships by combining skills to immediately respond to consumer requests and offer a more dynamic, personalized customer experience. The personal connections offered by salespeople, customer care agents, and call centers are supplemented by these online features. At exactly the same time, businesses may decide to limit communication to electronic means alone in order to cut expenses and provide services of poorer quality. The adaptability of Internet-based communications enables businesses to decide to whom and at what level to offer services [1]. This article is divided into three primary sections. First, we examine CRM's function and establish three distinct CRM viewpoints. Second, we look at the requirement for a CRM strategy based on cross-functional processes. We create selection criteria for processes and pinpoint the five fundamental CRM procedures. Finally, we investigate the components of each process and suggest a conceptual framework for strategic decision-making based on these five processes. This approach was created in response to a criticism of the significant dearth of CRM research with a wider, more strategic focus. The challenges that people have with the deployment of CRM are not discussed in the text. Customer relationship management is unsuccessful when only a few staff are involved; As a result, managing change and employee engagement are critical components of CRM deployment. We highlight these implementation and population challenges as a top focus for further study in our debate [2]. This article is based on a thorough analysis of CRM literature and incorporates findings from a current longitudinal CRM study that uses a "relational research methodology." The communication research made use of a range of sources, including a panel of 34 seasoned executives with knowledge in CRM, which stands for IT fields; discussions with 20 management working in CRM, marketing, and IT roles as conversations with six executives from significant CRM vendors and all three with five management from CRM and planning consultancies; workshop-based activities; and one-on-one conversations with 18 CRM companies, analysts, and their clients. This study demonstrates how poorly CRM is defined and stresses the value of giving a CRM endeavor a strategic emphasis. In the current study, we improve on these preliminary results and suggest implementing a CRM approach that is suitable for the particular environment of an organization [3]. The 1990s saw a rise in interest in relationship management, or customer relationship management (CRM). Businesses of all sizes are urged to implement CRM in order to develop and maintain relationships with their clients. The end result of better customer relations is increased retention and devotion to customers as well as profitability. The fast growth of internet access and related technologies has also altered how businesses manage their connections with their clients and substantially boosted the prospects for marketing [4]. As a result, businesses have advanced to an extensive stage of maturity in their use of computer programs to boost the effectiveness of daily operations. Operational-level operations are frequently computerized in the accounting profession, sales, purchasing, warehouses, transportation, manufacturing, and employment departments [5]. In recent years, it has become critical for academics and practitioners alike to understand how to manage customer interactions efficiently. Companies adjust their customer products and communication tactics in accordance with the knowledge that consumers have varying financial benefits to the organization. As a result, businesses are fundamentally shifting away from marketing that is focused on products or brands and towards one that is [6]. The management of relationships is one thing, and the procedure of putting it into practice is the same, is the fundamental tenet of this text. Relationship strategies at this level for implementation are provided because it is common to think of relationships as an activity that buying things customer service or salesmen perform. We conducted a study of exploratory nature based on the firm's existing condition in an important business in Sweden to establish a customer-oriented approach as a first step towards this goal [7].

2. MATERIALS AND METHOD

IT competency: IT competency is the understanding and application of IT as a tool for information management inside an organization. The knowledge, skills, and standard of the IT infrastructure within an organization are the three categories of components of IT capability. Therefore, IT competency is the result of combining technological and human CRM resources. The CRM literature emphasizes the significance of adequate IT infrastructure as well as the knowledge and skills required of employees to leverage physical IT resources to manage customer information and communicate with customers. Additionally, effective knowledge, talent, and infrastructure management are necessary for value co-creation processes within an organization to handle information. Thus, IT proficiency will have a favorable impact on the growth of pertinent information processing within an organization [20].

Social media orientation: As a means of maximizing technological and human CRM resources, culture serves as a crucial business-related CRM resource. Although many businesses employ comparable technologies and have comparable capacities, few have a culture for comprehending how to use these tools most effectively to foster stronger client relationships. An organization's orientation includes the strategic aspect of CRM and is a reflection of the culture inside that organization. Top management must show that CRM reflects the company's strategic approach in order to execute CRM effectively. Understanding the crucial function social networks play in boosting customer engagement and choosing an organizational plan for social customer relationship management (CRM) procedures will increase success. Social Customer Relations Management refers to the incorporation of social networking technologies with conventional CRM processes and marketing to customers' activities. Putting into practice associated information procedures [20].

Relational information processes: Relational information processes refer to the ways in which people acquire, store, retrieve, and use information in the context of social relationships. These processes are important for understanding how people navigate social interactions and maintain relationships with others. Some examples of relational information processes include:

1. **Social perception:** This is the process of forming impressions of others based on their behavior, appearance, and other cues. People use this information to make judgments about others and to guide their own behavior in social situations.
2. **Social cognition:** This involves the mental processes that people use to understand and interpret social information. This includes things like perspective-taking, empathy, and theory of mind.
3. **Attribution:** This refers to the process of explaining the causes of behavior. People use attribution to make sense of their own behavior and the behavior of others.
4. **Social influence:** This involves the ways in which people influence each other's thoughts, feelings, and behaviors. This includes things like persuasion, conformity, and social norms.
5. **Social comparison:** This refers to the process of evaluating oneself in relation to others. People use social comparison to assess their own abilities and to form judgments about their own worth.

Overall, relational information processes are important for understanding how people navigate social relationships and for developing effective social skills.[20]

Customer performance: High levels of satisfaction with clients, devotion, retention, and acquisition should be the consequence of the successful supervision of customer relationships. Customer contact information can be used to better understand and meet customer wants and expectations, which leads to improved customer performance results. In the overall scheme of a social CRM, it is crucial to further raise the level of satisfaction among customers by drawing involvement through the greater contact they give between an organization and its consumers, much like the value cooperation potential afforded by social networks. client favorites. From the standpoint of customer performance, assuming the active role that customers want to play increases happiness and loyalty. Additionally, customer loyalty and happiness lead to the creation and spread of positive word-of-mouth, referrals, and information, which aids in attracting new clients and keeping hold of existing ones. In order to comprehend and meet customer demands and expectations in associated information processes, it is, therefore, necessary to have interpersonal and information management abilities. Relational processes for information and consumer satisfaction are further improved when integrated with the social features provided by social networking websites [20].

Customer performance: The achievement results of CRM activities are supposed to guide the monetary consequences of CRM initiatives because CRM is associated with maintaining profitable client relationships. It was shown that CRM projects had a beneficial effect on performance's financial elements, however, given how frequently CRM initiatives fail, this is critically important. Building closer ties with customers can have a favorable influence on financial performance by connecting customers and adding value using the potential benefits of social CRM. In other words, the higher customer engagement levels offered by social technologies strengthen the relationship between a business and its customers, which has a beneficial impact on financial performance. Such impacts and behaviors ought to be even more pronounced given the depth of network linkages that social networking sites enable [20].

Sales Calls: Sales calls refer to the act of making phone calls or video calls with the aim of promoting and selling a product or service to potential customers. It is a common practice in the world of business where salespeople reach out to prospects to introduce them to their products or services, answer any questions they might have, and persuade them to make a purchase. Sales calls can be outbound or inbound. Outbound sales calls are made by salespeople to potential customers, while inbound sales calls are made by customers who have already shown interest in the product or service and are seeking more information or clarification. The goal of a sales call is to build a rapport with the prospect and guide them towards making a purchasing decision. The salesperson should be well-prepared and knowledgeable about the product or service they are promoting, as well as the needs and concerns of the prospect. Some best practices for effective sales calls include:

1. Do research on the prospect and their business beforehand.
2. Prepare a script or outline to guide the conversation.
3. Listen actively and ask open-ended questions to understand the prospect's needs and concerns.
4. Address any objections or questions the prospect may have.
5. Focus on the benefits of the product or service rather than just its features.
6. Establish a sense of urgency to encourage the prospect to make a purchase.
7. Follow up after the call with any promised information or next steps.[20]

E-Mail Integration

Email integration refers to the process of connecting your email account with other software applications or tools in order to streamline your workflow and increase productivity. There are several ways email integration can be useful. For example, you might integrate your email account with a customer relationship management (CRM) tool to automatically track customer interactions and store them in one place. Or you might integrate your email with a project management tool to assign tasks and deadlines directly from emails. Other potential benefits of email integration include:

- Automatically syncing contacts and calendars across different applications
- Automatically saving attachments to cloud storage services like Google Drive or Dropbox
- Creating email templates or canned responses to save time on repetitive tasks
- Using email filters or rules to automatically categorize and prioritize incoming messages
- Setting up email notifications for important events or deadlines

Overall, email integration can help you work more efficiently by reducing the amount of time you spend switching between different applications and manually transferring data.[20]

E-Mail Marketing

E-mail marketing is a form of digital marketing that involves sending commercial messages to a group of people via email. The goal of e-mail marketing is to promote a product or service, build brand awareness, or generate leads and sales. To create a successful e-mail marketing campaign, it is important to follow best practices such as:

1. **Build a high-quality email list:** Ensure that the email list you use is composed of people who have expressed interest in your product or service.
2. **Segment your email list:** Divide your email list into smaller groups based on demographics, interests, and other factors, and create personalized messages for each group.
3. **Craft compelling subject lines:** A strong subject line can entice people to open your email and read your message. Make sure your subject line is clear, concise, and relevant to the content of your email.
4. **Provide valuable content:** Deliver content that provides value to your readers, such as educational information, promotions, or exclusive content.
5. **Include clear calls to action:** Tell your readers what action you want them to take, such as clicking a link or purchasing a product.
6. **Optimize for mobile devices:** A significant percentage of emails are opened on mobile devices, so make sure your emails are mobile-friendly and easy to read on smaller screens.
7. **Test and analyze your campaigns:** Continuously monitor your campaigns and use data to make informed decisions about what is working and what needs to be improved.

E-mail marketing can be a cost-effective way to reach a large audience and build brand awareness, but it requires careful planning and execution to be successful.[20]

Document

Relationship management in document management refers to the processes and techniques used to manage relationships between documents and other entities such as users, tasks, projects, and workflows. Effective relationship management is essential for maintaining the integrity and usefulness of documents throughout their lifecycle. Some of the key aspects of relationship management in document management include:

1. **Metadata Management:** Metadata management involves adding descriptive information to documents, such as keywords, author names, and creation dates, to make it easier to organize, search, and retrieve them. Metadata can also help establish relationships between documents and other entities.
2. **Version Control:** Version control is the process of managing different versions of a document, ensuring that changes are tracked and that users have access to the most up-to-date version of a document. Version control can also help establish relationships between different versions of a document.
3. **Workflow Management:** Workflow management involves the coordination of tasks and activities associated with a document or set of documents. Workflow management can help establish relationships between documents, users, and tasks.
4. **Collaboration:** Collaboration involves the sharing of documents and the exchange of ideas and feedback between users. Collaboration tools can help establish relationships between documents and users, as well as between different versions of a document.
5. **Integration:** Integration involves the connection of document management systems with other systems and applications, such as project management software, customer relationship management (CRM) systems, and

accounting software. Integration can help establish relationships between documents and other business entities.

In summary, effective relationship management in document management requires the use of tools and techniques such as metadata management, version control, workflow management, collaboration, and integration to establish and maintain relationships between documents and other entities.[20]

TABLE 1. Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.644	.643	9

Table 1 shows Cronbach's Alpha Reliability result. The overall Cronbach's Alpha value for the model is .644 which indicates 64% reliability. The above 64% Cronbach's Alpha value model can be analyzed from the literature review.

TABLE 2. Descriptive Statistics

Descriptive Statistics													
	N	Range	Minimum	Maximum	Sum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
A	10	0.438	0.262	0.7	4.501	0.4501	0.0468	0.1478	0.022	0.547	0.687	-0.873	1.334
C	10	0.601	0.197	0.798	5.131	0.5131	0.0661	0.209	0.044	-0.135	0.687	-1.314	1.334
B	10	0.757	0.1	0.857	5.166	0.5166	0.0805	0.2544	0.065	-0.403	0.687	-1.39	1.334
E	10	0.687	0.069	0.756	4.222	0.4222	0.089	0.2816	0.079	-0.298	0.687	-1.927	1.334
D	10	0.845	0.08	0.925	5.088	0.5088	0.1028	0.3249	0.106	-0.359	0.687	-1.564	1.334
F	10	0.485	0.279	0.764	5.282	0.5282	0.055	0.1738	0.03	-0.233	0.687	-1.278	1.334
G	10	0.677	0.298	0.975	6.509	0.6509	0.0718	0.2269	0.051	0.08	0.687	-1.026	1.334
I	10	0.508	0.387	0.895	6.622	0.6622	0.0527	0.1666	0.028	-0.287	0.687	-0.985	1.334
H	10	0.53	0.268	0.798	5.64	0.564	0.0603	0.1906	0.036	-0.49	0.687	-1.171	1.334
Valid N (listwise)	10												

Table 2 shows the descriptive statistics values for analysis N, range, minimum, maximum, mean, standard Deviation A (IT competency), B (Social media orientation), C (Relational information processes), D (Customer performance), E (Financial performance), F (Sales Calls), G (E-Mail Integration), H (E-Mail Marketing), I (Document) this also using.

TABLE 3. Frequencies Statistics

		A	B	C	D	E	F	G	H	I
N	Valid	10	10	10	10	10	10	10	10	10
	Missing	0	0	0	0	0	0	0	0	0
Mean		0.4501	0.5166	0.5131	0.5088	0.4222	0.5282	0.6509	0.564	0.6622
Std. Error of Mean		0.046752	0.080455	0.066095	0.102756	0.089034	0.05497	0.071757	0.060277	0.052676
Median		0.435	0.629	0.526	0.628	0.5205	0.543	0.6475	0.592	0.697
Std. Deviation		0.147843	0.25442	0.209011	0.324943	0.281552	0.173832	0.226916	0.190614	0.166576
Variance		0.022	0.065	0.044	0.106	0.079	0.03	0.051	0.036	0.028
Skewness		0.547	-0.403	-0.135	-0.359	-0.298	-0.233	0.08	-0.49	-0.287
Std. Error of Skewness		0.687	0.687	0.687	0.687	0.687	0.687	0.687	0.687	0.687
Kurtosis		-0.873	-1.39	-1.314	-1.564	-1.927	-1.278	-1.026	-1.171	-0.985
Std. Error of Kurtosis		1.334	1.334	1.334	1.334	1.334	1.334	1.334	1.334	1.334
Range		0.438	0.757	0.601	0.845	0.687	0.485	0.677	0.53	0.508
Minimum		0.262	0.1	0.197	0.08	0.069	0.279	0.298	0.268	0.387
Maximum		0.7	0.857	0.798	0.925	0.756	0.764	0.975	0.798	0.895
Sum		4.501	5.166	5.131	5.088	4.222	5.282	6.509	5.64	6.622
Percentiles	25	0.3195	0.2795	0.29175	0.0995	0.07925	0.46575	0.36425	0.4945	0.4945
	50	0.435	0.629	0.526	0.628	0.5205	0.6475	0.592	0.697	0.697
	75	0.59	0.7035	0.72725	0.77275	0.6855	0.8335	0.7335	0.80825	0.80825

Table 3 shows the Frequency Statistics in A (IT competency), B (Social media orientation), C (Relational information processes), D (Customer performance), E (Financial performance), F (Sales Calls), G (E-Mail Integration), H (E-Mail Marketing), I (Document) am given. Valid 10, Missing value 0.

Histogram

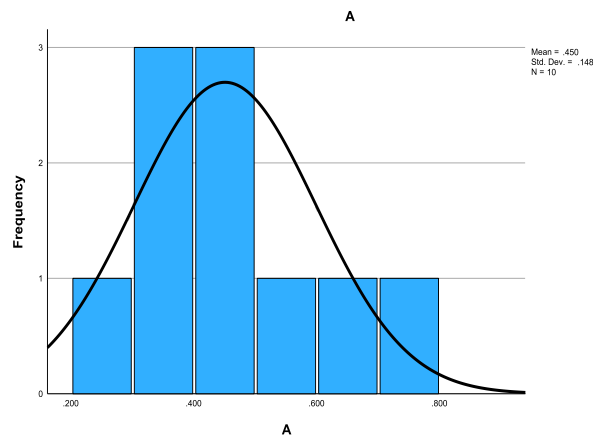


FIGURE 1. A (IT competency)

Figure 1 shows the histogram plot for A from the figure it is clearly seen that the data are slightly Right skewed due to more respondents choosing 1 for A except for the 0.4 value all other values are under the normal curve showing the model is significantly following a normal distribution.

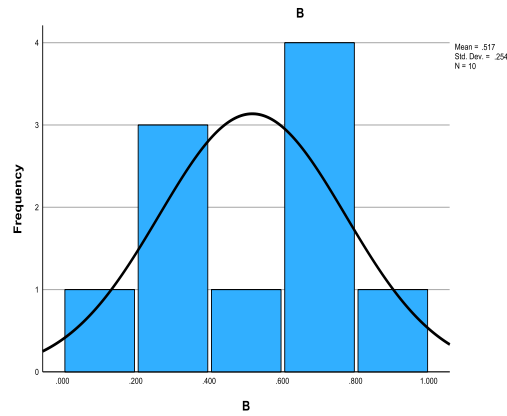


FIGURE 2. B (Social media orientation)

Figure 2 shows the histogram plot for B from the figure it is clearly seen that the data are slightly Right skewed due to more respondents choosing .600 for B except for the .200 value all other values are under the normal curve showing the model is significantly following a normal distribution.

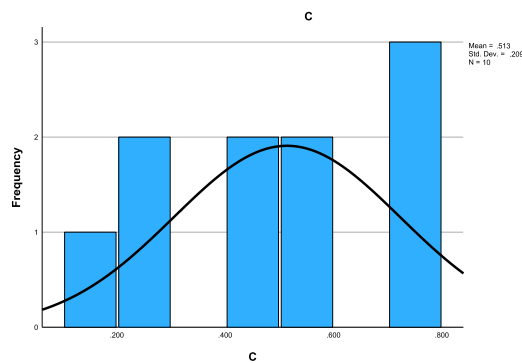


FIGURE 3. C (Relational information processes)

Figure 3 shows the histogram plot for C from the figure it is seen that the data are slightly Left skewed due to more respondents choosing .500 for C except for the .300 value all other values are under the normal curve showing the model is significantly following a normal distribution.

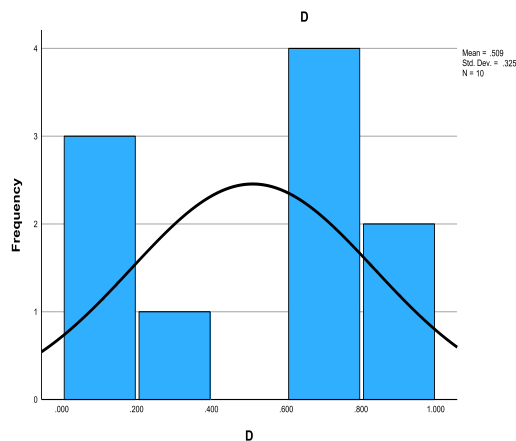


FIGURE 4. D (Customer performance)

Figure 4 shows the histogram plot for D from the figure it is clearly seen that the data are slightly Right skewed due to more respondents choosing .600 for D except for the .200 value all other values are under the normal curve showing the model is significantly following a normal distribution.

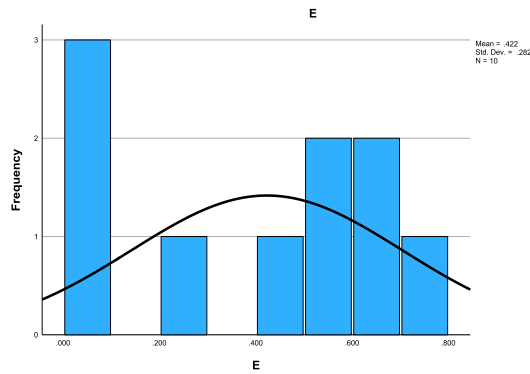


FIGURE 5. E (Financial performance)

Figure 5 shows the histogram plot for E from the figure it is clearly seen that the data are slightly Right skewed due to more respondents choosing .500 for E except for the .200 value all other values are under the normal curve showing the model is significantly following the normal distribution.

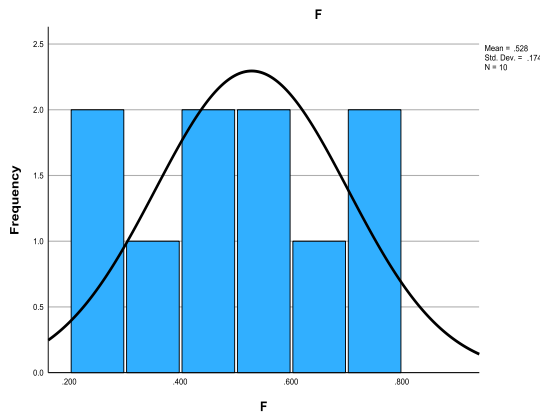


FIGURE 6. F (Sales Calls)

Figure 6 shows the histogram plot for F from the figure it is clearly seen that the data are slightly Right skewed due to more respondents choosing .500 for F except for the .400 value all other values are under the normal curve showing the model is significantly following a normal distribution.

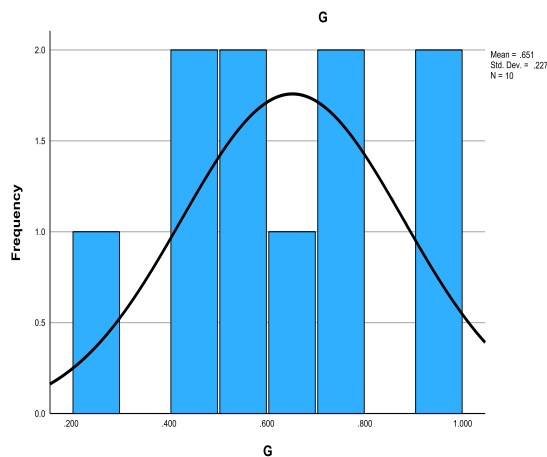


FIGURE 7. G (E-Mail Integration)

Figure 7 shows the histogram plot for G from the figure it is clearly seen that the data are slightly Right skewed due to more respondents choosing .700 for G except for the .400 value all other values are under the normal curve showing the model is significantly following a normal distribution.

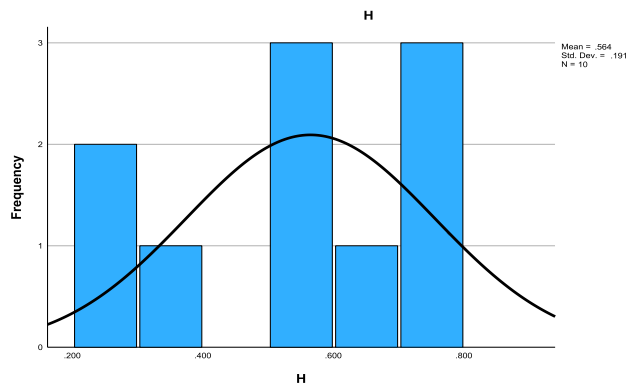


FIGURE 8. H (E-Mail Marketing)

Figure 8 shows the histogram plot for H from the figure it is clearly seen that the data are slightly Right skewed due to more respondents choosing .500 for H except for the .300 value all other values are under the normal curve showing the model is significantly following a normal distribution.

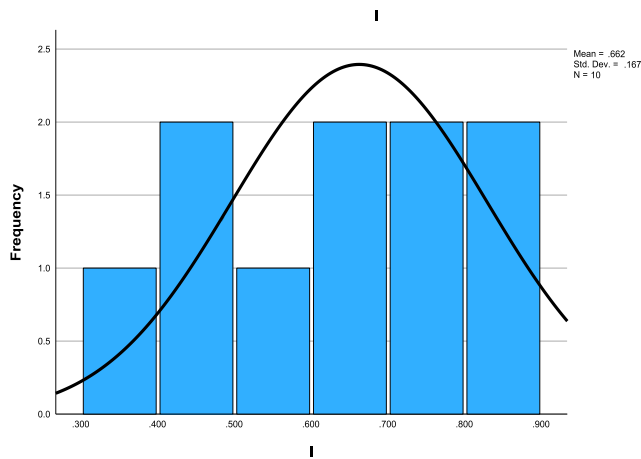


FIGURE 9. I (Document)

Figure 9 shows the histogram plot for I from the figure it is clearly seen that the data are slightly Right skewed due to more respondents choosing .700 for I except the .500 value all other values are under the normal curve showing the model is significantly following a normal distribution.

TABLE 4. Correlations

Correlations									
	A	B	C	D	E	F	G	H	I
A	1	0.092	0.269	-0.053	-0.031	0.026	-0.187	0.198	-0.101
B	0.092	1	.823**	0.175	0.095	0.285	-0.008	-0.163	-0.309
C	0.269	.823**	1	0.285	0.417	0.486	0.253	-0.042	0.037
D	-0.053	0.175	0.285	1	.667*	0.145	-0.053	-0.479	0.134
E	-0.031	0.095	0.417	.667*	1	0.502	0.386	-0.025	0.328
F	0.026	0.285	0.486	0.145	0.502	1	0.281	0.280	0.367
G	-0.187	-0.008	0.253	-0.053	0.386	0.281	1	0.311	.686*
H	0.198	-0.163	-0.042	-0.479	-0.025	0.280	0.311	1	-0.070
I	-0.101	-0.309	0.037	0.134	0.328	0.367	.686*	-0.070	1
**. Correlation is significant at the 0.01 level (2-tailed).									
*. Correlation is significant at the 0.05 level (2-tailed).									

Table 4 shows the correlation between motivation parameters for A (IT competency), B (Social media orientation), C (Relational information processes), D (Customer performance), E (Financial performance), F (Sales Calls), G (E-Mail Integration), H (E-Mail Marketing), I (Document).

3. CONCLUSION

The cross-functional, process-oriented CRM strategic framework we describe in this article intends to assist organizations in avoiding possible issues brought on by a limiting technical description of CRM and achieving strategic benefits. Large industrial enterprises are the focus of our research because of their size and complexity, which are likely to pose the most difficulties for CRM. We do not look at concerns pertaining to small and medium-sized businesses and non-profit organizations in our work [2]. In order to effectively implement CRM strategies, it is imperative to give organizations' strategic context more attention, according to our literature and field study. As a tool to help businesses achieve their objectives, CRM has had very varied results. Despite significant investments in CRM technologies in recent years, many businesses have lost money by failing to pay sufficient consideration to their strategic surroundings when attempting to forge stronger bonds with consumers. Although it would seem straightforward to take an analytical approach to CRM, we come to the conclusion that the evidence points in a different direction. A significant amount of research has identified a strategic direction deficit as a key factor contributing to CRM failures [3]. There aren't many articles that tackle client privacy in CRM. Companies can use CRM technology to collect and examine customer data. They can utilise this information for various purposes, such as strategic planning for sales campaigns. Customers could not know or not want to provide their information, though. Because protecting client privacy can foster trust, businesses cannot afford to do so. In this area, more study is required [4]. This article describes the approach developed as a result of the CRM IRIS project within this framework. This approach takes the CRM system's many facets into account. Determining a customer strategy, re-engineering customer-focused company processes, managing human resources, utilising technology, managing change, and continual improvement are all crucial [5]. The current study has three goals: to conceptualize and operationalize the CRM implementation process, to examine whether the commencement of CRM processes is associated with improved performance, and to pinpoint some important moderators of this association. [6] Our research study's conclusions demonstrate that CRM is a tactic used to better understand consumers' wants and behaviors in order to build deeper relationships. After all, successful businesses are built on strong customer relationships. Although CRM includes a lot of technological elements, it is incorrect to see CRM mainly in terms of technologies. Having a BPO that assists in fusing various data regarding customers, marketing, sales performance, adaptability, and market conditions is a more efficient way to approach CRM. The Customer Relations Management (CRM) method depends on the organization's prospective customer interfaces and works to implement business strategy and goals in order to grow [7]. First, further qualitative research on the primary value drivers is required as measures are built for empirical analysis. The assessment of theoretic components in the group of companies must be adjusted to account for the distinctive language of the sampling business given the nature of data collection from particular firms and industries. Second, company records and assessments of purchasers as well as sellers will provide the information necessary to test these hypotheses. Because stakeholders from several organizations must work together during the research process, gathering this kind of data is still difficult, despite advancements in CRM technology. Third, the costs and advantages of these CRM projects, which necessitate the cooperation of numerous functions inside each firm, must be taken into account in order to determine profitability. While each of these problems can be resolved,

they all provide different difficulties for academics working on CRM measurement [8]. This study, therefore adds to the CRM literature in the context of social CRM by looking at the range of activities carried out by an organization that involves activities related to social networking, co-creates value with customers, and, as a result, generates mutual benefits and upholds strong customer relationships. The results contribute significantly to the literature on social CRM and imply that social media networks have revolutionized CRM by enabling users to understand the true co-creative nature of business-customer relationships. Investing alone in CRM technology is insufficient to boost organizational performance, as shown by the identification of pertinent information processes as organizational practices required to co-create value with customers. Social networking sites can help with this by allowing for the co-creation of value in relevant information processes. An organization must also have the necessary human, technical, and business resources, with IT proficiency and a social media focus being recognized as significant prerequisites to pertinent information processing [20].

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