



The Impact of Knowledge Management on Customer Relationship Management: The Case of Resalat Qard Al- Hasan Bank's branch in Kermanshah province

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ABSTRACT

The term "Customer Relationship Management" was publicly mentioned for the first time in 1960 by management professors such as Peter Drucker and Theodore Levitt. Customer access to various channels of information and data distribution, and presenting goods for selecting a product in a compact and highly competitive environment in the market, have reduced their loyalty towards suppliers. For this reason, the question of how to effectively communicate with clients and their survival is one of the most important issues in Durability and stability of companies in the area of competitiveness and profitability. Considering the key role of knowledge management (KM) and customer relationship management (CRM) and their strategic effect in today's competitive world. The main goal of this study the effect of customer knowledge management on customer relationship management in selected branches of Resalat Qard Al- Hasan Bank is a province. There for, whilst a review about the subject literature, a questionnaire was set and verbal to 224 person who were statistical society members. (140 person from Kermanshah Resalat Qard Al- Hasan bank branches). The collected data were arrived in Spss and software after coding. To determine being normal, the data obtained of Colmogroph-Smirnoph was applied and confirmed the results of being normal test. Hypothesizes of the study were examined by performing of Spearman correlation test and their significant and positive effects were proved, this means that knowledge management totally has a direct and significant relation with organizational commitment and professional commitment., results of structural equations ultimately, results of structural equations model with variance estimation square root, is confirmed approximation error less that 0-10 and fit suitability indicators more than 0.9 of model suitability, and the ratio of " k_2 to freedom degree" being less that 5, also confirmed the model credit, totally, it showed that, structural equation ,model totality, the influence of customer knowledge management on customer relationship management between Kermanshah Melat bank personnel's is confirmed.

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Introduction

Today's world is the world of knowledge-based organizations. Knowledge management in order to get the new sources of knowledge has focused on new theories as social knowledge management, whose goal is to have access to customers' massive amount of knowledge [1]. In recent years, knowledge management has been considered as a key tool for enhancing organizational efficiency and performance and provides organizations with opportunities of having the ability of recognizing chances in the market and to increase their competitive privilege. It's managing the process of personal and organizational knowledge distribution and dispensation in the whole organization that ends in its Increased efficiency and performance. For this reason, banks should firstly emphasize on equipping themselves recognizing needscustomers' expectations and considering the market's situation and should build a strong and trustful relation between institutions and customers, because any bank that recognizes and fulfills these needs before the other rivals, will be the winner in the competition ground. Knowledge

management is considered as the main success factor including acquiring and using knowledge management, and publishing knowledge, although other factors like organizational factors, customer orientation, and CRM technology can also have direct or indirect effects on CRM success. One indirect effect is an effect on CRM success which is not considered directly but it's considered through other factors and as a result it's similar to other previous studies .Today's competitive world has made organizations pay more attention to their customers and instead of massive and efficient production; emphasize on the customer and his/her satisfaction with service giving. Customer relationship management helps organizations with recognizing key customers and those who are important and with keeping them for future exchanges, and in this way causes a decrease in costs made for new customer attraction and also helps them with income production from loyal customers. Organizations have realized that customers are their most precious belongings; therefore, they look at their relations with

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customers as an advantageous communion that needs to be well managed [9]. In today's competitive environment, the customer relationship management and strategic tools' knowledge management is considered as a key to all the organizations, also knowledge management is an important matter for accomplishing and fulfilling customer relationship management. There are so many studies which analyze the vital and effective role of KM on CRM. But still, there's a lack of conscious of what the effects of this factor and other ones like CRM technology, customer orientation, organizational factors are on CRM success. Also, Sin et al [4] discuss that there's no meaningful and integrated frame that interprets the meaning of CRM in specific organizational activities. For this reason, there's a need for a meaningful model based on CRM success knowledge that includes the main and determinant and effective variables on successful performing of this strategy. Considering the discussed matters, current research practically studies the effectiveness and the role of knowledge management capability, organizational variables, CRM technology, and customer orientation on CRM success and looks for the answer of questions as "is KM effective on CRM as the main factor of success? do other present factors as CRM technology, organizational factors, and customer orientation also play a role in this success, and what's their role in CRM success?" to find these questions' answers we analyze theories in the model of a meaningful frame and then start to compare the results of the research with previous studies. Knowledge as a key competitive factor. The global economy is considered but to be successful in today's dynamic market. Another important component to a customer must also be considered. Using knowledge management with customer relationship management, which makes it possible for organizations more likely to be able to identify opportunities in emerging markets and to increase their competitive advantage [2]. Firstly, the words, the theoretical Investigated notion is expressed Vida land the research methodology Research objectives and hypotheses are paid and the statistical methods used And findings expressed with extreme competition and recession selling It is difficult for companies to maintain customer loyalty. Research has repeatedly shown that 4 to 5 times more to find a new customer than to keep an old customer is costly [3]. It is necessary to acquire the data to organize and make better use of their Knowledge management architecture which aims to organize customer information [4]. As markets and production and customers' needs change, Product and service design should be one and a vast amount of current information About markets, Their competitiveness and offer customers a solution that can make Operate [5]. Vendors and service providers must be customer service. Firms have found that if their customer knowledge to operate, with proper management, customer knowledge can be substantially more productive. [6] To increase the effectiveness and efficiency of the organization and ensure proper delivery of goods and services to consumers and business customers to manage their consent to their knowledge about. Knowledge management is an integral part of customer relationship management [4] the purpose of this study to determine the relationship of the components of customer knowledge management the customer relationship management component. In order to make it possible for organizations to be improve their relationships with customers the ability toxin the context of increasing competition [7].

Theoretical research:

Different definitions of customer relationship management are provided by the researchers. Some consider it as strategy, some consider as technology, some other consider it as information system Customer relationship management is a process consisting of monitoring clients, collecting proper data, management and evaluation of data and finally real advantage of the extracted data in their interactions Traditionally, customer relationship management as a tool to communicate to customers various loyalty programs is known by the company, but it was Raknargza shah largest source of knowledge in customers. [8] Utilization of customer knowledge management, customer relationship management strategy to reduce risk factors in the decision to retain customer loyalty. The smart decision would be more effective. [9] Since customer relationship managements a management tool used to manage relationships with customers. In order to make good relationship with customers, Without these tools, competition and living will be very difficult and leads to miss many chances in daily life of people and communities It is essential communication And its impact on customers A good practice And is satisfactory And the product on the market to be steady in the face of changing needs, Customer. This problem requires a deliberate management of customer knowledge [10] Service provided diversity Dorsa mania Attract and increase the customer. [11] Organizations can not The present world with its various achievements is always exposed to unpredictable changes and evolutions Establish effective communication with customers Kited Unless they understand what services, Elvin Traveler believes "21st century as a super theory age will be attractive for people when present human can have necessary tolerance against changes of the century and appears courageously against it." This case will be accomplished when present human can prepare himself for very large changes in future world from now [12]. How and when is valuable to customers And what they charge for it Today, the value of knowledge management, customer relationship management for many leading companies in the field of services and products to customers is Both approaches for resource allocation To support business activities in order to emphasize competitiveness [13]. The value of new knowledge is created with updated knowledge of the organization to achieve superior competitive position in the future, enabling [14] today, most organizations focus towards customer orientation Darn diver try to maintain customer loyalty. [8] Organizations that use customer knowledge management In order to enhance its service quality management using customer knowledge to our clients need to overcome partly store customer information and use it properly recognize. [3] Most organizations use appropriate strategies to facilitate the acquisition of knowledge absorption. Managing knowledge in organizations is a necessity and a source of competitive advantage. [12] According to studies, aspects of the customer relationship management are:

1-Focus on key customers: It includes the intense focus of organization on key customers, providing superior service and added value for customers by providing customization that is composed of parts including customer-oriented marketing, customer lifetime value, customization, and interactive marketing .In relation-based marketing companies and customers play a role in different aspects of design, manufacturing and product and service? And this causes a strong relationship between the company and the customer.

2-Organizing the business process: Processes of customer relationship management requires a change in the organization and the business process structure for this purpose, organizational structure, organizational commitment and human resource management are important. An issue that should be considered is commitment in the organization. For this purpose it is necessary to have instruments required in sales, marketing and technical expertise of other resources. Success in attracting and retaining customers depends on the commitment of resources to identify and meet the needs of key customers.

3-Knowledge Management: The main reason of a company from the perspective of knowledge management is the transfer and application of knowledge. Knowledge can be gained by understanding customer experiences and information. Main aspects of knowledge management include knowledge creation, sharing knowledge and accountability. Knowledge about major customers is essential to the success of customer relationship management and can lead to the development of a learning relationship with customers, and significantly increase the competitiveness of the organization. Customer information can be received via interactive communication. Business intelligence tools such as data mining and data warehouse enables companies to use the Customer data into strategic business intelligence.

4-Using up-dated technology: Computer Technologies are used in developing computerized communications and technology aligned with business objectives. The use of customer relationship management software enables companies to customize services to provide a higher quality and lower cost. It also leads employees to work better with customer contact points [7].

Research questions:

- 1-Is knowledge management, customer relationship management has a significant relationship with the customer?
- 2- Which factors have the greatest impact on customer knowledge management, customer relationship management is one component?

Research hypothesis:

Main hypotheses: knowledge management customer relationship management customer relationship is significant.

Minorpremise:

Customer knowledge management component is the component of customer relationship management

A review of the research literature:

Effective management of customer relationship has become a top strategic issue for many firms. Factors behind customer relationship management (CRM) success and also what constitutes CRM in general and telecom industry in particular are an issue of considerable debate. Companies all over the world have invested a lot in deploying CRM. But they failed to reap desired benefits. Academics and practitioners have perceived CRM as a technological solution rather a multidimensional issue where a more expansive and holistic approach is required. From the field study six factors and thirty-seven variables were identified via extensive content analysis procedures. It is noted that the factors, sub-factors and variables have been categorized according to the literature the items or variables grouped in each factor and their implications are more focus to CRM success, especially in the telecom industry. For instance, the outcomes from the field interviews reveal the role of employees, technology as well as management practices on CRM success. Several studies on knowledge management and customer relationship

management were also discussed, but little research has focused on the relationship between the two. In an article by Lynn Tychy [11] as "a way of creating knowledge in customer relationship management" of research has examined the factors that influence the expression and function of three variables key source of customer knowledge - Customer Knowledge Management and Performance The research identified knowledge stored knowledge - knowledge distribution and knowledge application, which stated that the use of knowledge management is based on the organization's customer relationship management system to enhance and develop customer Muslim alliance in another article [4]A customer knowledge management Where knowledge and customer together art he purpose of the article was to show that Management and the value of the customer base The organization helps to better understand customer And finally stated that the organization can use customer knowledge management Many opportunities before competitors gain Actually increase sales And attracting new customers is The time for customers And has several advantages for In another article Ramjet Bose [5]As the use of knowledge management technology In Customer Relationship Management The goal of speech research Knowledge management in improving customer relationship management Stated Implementation of Knowledge Management The study identified knowledge - stored knowledge - knowledge distribution And application of knowledge that Finally, stating that Using knowledge management based on customer The organization will enhance and develop the Customer Relationship Management System.

Research Methodology:

The aim of the present study was based on Brady is among the research work and classify the types of research the essence of the method is to consider this study is a correlation research group. This research based on research methods is of the descriptive research and of traversal branch. Bank staff to study the nation's population is of Kermanshah According to the latest statistics, the number of workers time to adjust to 1440 people have been made available. In this study, a random sampling class of suitable research topic, Sampling is the statistical community the sample size was 303. The review of literature questionnaire in May of 42 options designed assessed using the Likert scale data about the need for the study was collected. Validity of the questionnaire confirmed experienced professionals in the banking confirm questionnaire alpha obtained Add the questionnaire consists of 140 inner questionnaires confirmed the validity of the contract. In this study, the Cranach's alpha test to promote academic teaching, research and university extension, and foster applied research, enhancing the ability of research groups; UESB structured in the scientific and technological development; In order to determine the reliability of the questionnaire, Rank test and the Ruska - Wallis to create and manage organizational knowledge, but with respect to the external relationships, as pointed out in the survey with a score In order to prioritize Sags archway Customer knowledge management variables And customer relationship management And test the regression coefficient for the relationship between customer knowledge management And customer relationship management, and ultimately the structural equation model to test To examine the impact of knowledge management, customer relationship management was used.

To determine of type of used test for research hypothesis, first it should be determined normality or non- normality of data, so using conclusion of this test, we should use parametric and non- parametric test of these hypothesis.

$H_0 : \rho = 0$		Normal distribution follows of observations distributions.		
$H_1 : \rho \neq 0$		Normal distribution doesn't follows of observations distributions.		
Variable	Number of sample	Test statistic	Percent of Sig	Test result
knowledge management	140	0.726	0.312	Normal distribution
Customer Relationship Management	140	0.561	0.522	Normal distribution

Table (1). Test Kolmogorov – Smirnov

As you see in table (1), percent of test in 0.5 level is bellow of crisis percent so zero hypothesis that is, data normality is accepted and non-normality is rejected so Spearman unity confident is used for test of this hypothesis.

Hypothesis test:

Test of main hypothesis:

There is a meaningful relation between knowledge management and Customer

Relationship Management

Statistic hypothesis of this hypothesis include:

$H_0 : \rho = 0$	There isn't meaning full relation between knowledge management and Customer Relationship Management
$H_1 : \rho \neq 0$	There is meaning full relation between knowledge management and Customer Relationship Management

The results of this test in 0.01 levels for main hypothesis are as below: Table indicates that in 99 percent trust level, the percent is Sig=0.000 and blew of 0.01, as result, zero is rejected. That is, there is meaningful relation between organization trust and knowledge management. Spearman unity coefficient between 2 variance is 0.643 that shows positive relationship between them.

Conclusion

Currently, knowledge society or knowledge-based economy is characterized by factors such as increased competitiveness, technological innovation and the global nature of markets. In this society, companies should pay attention preferred to knowledge when conducting its business as it becomes a key factor on which to build a competitive advantage. Moreover, in recent years, knowledge is being considered as a critical organizational resource and there is growing interest in this concept. That is why KM is becoming a research priority by the academic community and one of the areas that companies are allocating a greater share of spending for its implementation. In this environment, company relations with the market are critical, and have completely changed the marketing strategies of firms to other more relational approach, emerging customer relationship management (CRM) as an area of application and research. CRM literature emphasizes that companies find it more profitable to retain existing customers, by developing long-term relationships that meet

their needs, than attracting new customers. These long-term relationships are based largely on customer knowledge and KM and CRM systems improving not only the organization's ability to interact, attract and build personalized relationships with customers, but also the ability to increase their knowledge about them. Reviewing the literature, we found many studies that analyze the crucial role played by KM initiatives as determinants of the success of CRM. Together with other factors (technological, organizational and market related factors) as we will explain later. However, there is a lack of understanding about what are the influences of those factors on CRM success. Moreover, we also found many studies that show high rates of failure when implementing that strategy so, there is still no integrated conceptual framework to guide companies to their successful implementation. There are many significant overlaps between knowledge management and marketing, though perhaps not as many as there should be, at least in practice. Marketing research should be a major contributor to KM, delivering insights on customer demographics, psychographics and behaviors of value in all customer transaction and relationship strategies and tactics. KM should be a major contributor to marketing communications, helping to select targets and channels, as well as create relevant and response-promoting content. In this paper, various aspects of maturity models were compared and the different categories were presented. As was mentioned all the necessary capabilities for knowledge management maturity models together to form patterns of existence. In addition, the majority of mature models With tools not available And although many of them The case studies; But the brief and limited use have been Public performance for different purposes and therefore cannot be easily confirmed. Almost all the models, A simplified approach to the issue of knowledge management maturity have Besides the advantages of simplicity, In this period Note managers Issues such as knowledge and creativity More attention has been And subsequently Danish grab humans than humans have become more important, pragmatics imply the fact that other side of puberty, such as deep meanings associated with past management. Experts believe the 80's, the decade of 90's quality movement, the re-engineering (to improve business processes and reduce costs) and the current decade, the knowledge management. According to Peter Ducker's challenge in the first 50 years of the third millennium, the efficiency of knowledge in the knowledge that the assessment is not possible. In the present Overall impact on customer knowledge management, customer relationship management was approved. Confirm and clarify the impact on customer knowledge management, customer relationship management in each of the following research proposals are presented. In the production acquisition and customer knowledge: For business customers, the bank must produce knowledge interact and work closely with clients to interact. It is recommended to managers Skills for dealing with customers and employees to be trained properly. Use of a comprehensive program, including interviews, Or call Customer Feedback of experiences and ideas and understand the needs of their customers.- Knowledge of customers in the store: Recommended in the National Bank of k From the moment they interact with the customer information system that makes use of a registration. Customer information is stored Should be organized periodically And once it cleared Kermanshah And be ready to be updated to use the correct After the transfer and

sharing of customer knowledge: After the transfer of knowledge is proposed in The National Bank of Kermanshah The institutional environment for infrastructure and technology transfer and knowledge sharing is the customers that customer information Authorities responding to customers in order to better meet Using customer knowledge in the following: Since the impact on customer relationship management using customer knowledge in the present study confirmed It is Kermanshah province in the Melat Bank of suitable systems using customer knowledge .

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