

Investigating the Effective Factors on Customer Relationship Management System (CRM) and this is Design for Attraction and retaining more customers in the ambassador trading company and Factor ranking by (ANP) technique

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ABSTRACT

In this research, we investigate the factors affecting on the design of a customer relationship management system (CRM) to attract and retain more customers in the Safir trading company and to rank agents based on The ANP technique, was dealt with. In this research, we look at thirty factors affecting the design of a customer relationship management system (CRM) In order to attract and retain more of Ryan's fist at the Safir trading and distribution company and to rank agents based on the ANP technique, we discussed. The research was applied in terms of purpose and in terms of descriptive type, in terms of quantitative nature, in terms of data collection method and in terms of exploratory analysis. The research community was formed to validate the factors of the managers and staff of the Trading and Distribution Company and to prioritize the experts. The sampling method in the purposeful sampling society is Judicial. The sample consists of 11 individuals and the sample of managers and experts is 260. The main dimensions and indices were identified through background checking. All of them were validated by confirmatory factor analysis in LISREL 8.8 ANP technique was used to rank the indices, ranking of main dimensions showed that multi-channel integration was in the first place. Customer strategy, value creation, performance metrics and key performance indicators and information management are also ranked second to fifth.

1. Introduction

Customer Relationship Management is a strategic approach that seeks to build long-lasting, value-for-money relationships with clients whose software and technology resources only improve customer relationship management but do not affect their organizational nature. 2011 (In line with this approach, organizations have sought to shift their focus from products and services to customers.) (Et al., 2006). Relational marketing is a holistic approach that introduces the customer life cycle. Acquisition, maintenance, development and redesign (and redefining of corporate relationships) Internal, external, customer, competitors, industry, supplier, etc. (deals with effective relationship development and management) Tachachtani, 2015. (Up to now, the results suggest that many implementations in customer relationship management have failed and that the main reason is the lack of follow-up and oversight of the implementation of a communications marketing strategy. Digman 1, 2002. The Benefits of Customer Relationship Management in Different Organizations With Different Purposes Indicates that Customer Relationship Management in Different Organizations is Responsible for the Organization, for example: Industrial and Corporate Organizations (Jackson 2), 1985 (Governmental Organizations) Hunter & Shine 3, 2002 (Insurance and Financial Organizations) McGregor 4, 2003 (Retail Stores) Reinitz & Comoros, 2002 (Exact Implementation of Relationship Management). The customer within the organization is not only based on customer expectations but also the tasks, approach, and organizational structure that determine it (Sean et al., 2005). Organizational resources include: culture, structure, knowledge management, support for senior managers, and defining key factors in delivering an integrated information system. The success of customer relationship management depends on the full support of senior executives, especially in the early stages of system implementation, and on the other hand, teamwork across different organizational channels plays an important role in satisfying customer

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expectations (Becker 6, 2008). Saffir 7 Company was established in 2010 in order to develop value creation in order to play a role in supply chain and due to the wide range of production and distribution network products in Reliance organization in 2010. According to this company, the following management requirements Customer relationship is key.

1. Extract and compile customer satisfaction indicators
2. Establish a customer satisfaction rating system In view of the above, this study seeks to investigate the factors affecting the design of the Customer Relationship Management System (Customer Relationship Management) in order to attract and retain more customers in the Ambassador Trading Company.

1.1. Theoretical foundations and background

While business strategy is usually the responsibility of the chief executive, the board of directors and the director of strategy, customer strategy is usually the responsibility of the marketing department. However, customer relationship management (CRM) requires a cross-cutting approach, but often focuses on performance-based roles, including information technology and marketing. When different departments are involved in the two areas of strategy development, special focus and business strategy coordination and what should be allocated. Customer strategy involves examining existing and potential bases and determining which form of segmentation is most appropriate. As part of this process, the organization should consider the sub-level for customer segments or segmentation details. This includes deciding whether a macro, micro, or one-to-one segmentation method is appropriate (Lai 1, 2013). Many authors emphasize that it may affect the marketing environment to move from a mass market to an individual environment or one by one. Taking advantage of the e-commerce capabilities and basic economic features of the Internet can enable a much deeper level of segmentation detail than is the cost-effectiveness of most other channels (eg, Hey, 2, 2013, and Zhang, 2015). In summary, the strategy development process involves carefully evaluating the business strategy and creating a proper customer strategy. This should provide an organization with a clearer platform for developing and implementing its customer relationship management activities. The value creation process transforms the output of the strategy development process into programs that both extract and deliver it. The three main elements of the value creation process are:

- 1) Determine the value a company can give to provide his customer ;)
- 2 (Determining the value a company can receive from its customers) (Successfully managing this value exchange, which involves a collaborative process, maximizing the customer's lifelong value. The value that the customer receives from the organization is in the sense of the benefits that the customer promotes) Carroll & Shabana, 2010 However, there is at present a logic, derived from prior thinking in business and service marketing, that produces the customer as a producer and partner. These benefits can be incorporated into a valuable proposition that links the relationship between product performance, customer needs assessment, and total customer cost over the customer life cycle (Innesen et al., 2019 (Lenin). Valuable articles illustrate the perspective of collaboration. However, a more accurate synthesis Work in this area is warranted in further research. To determine whether value proposition is likely to lead to a superior customer experience, a company must evaluate the value to evaluate the relative importance that customers place on different attributes of a product. Analytical tools such as cross-analysis can be used to identify customers who share common preferences in terms of product features. Such tools may also represent significant segments of the market with service needs that are not fully met by the features of existing offers. From this perspective, customer value is the result of value creation, deployment of improved strategies and maintaining and using effective channel management. According to this concept, customer values are two key elements that need further research. First, we need to determine how the actual and potential profitability of different customers varies between customers and different customer segments. Second, the customer buying economy and customer retention and cross-selling, sales and customer support opportunities must be understood. How do these elements help enhance customer lifelong value? Calculating customer value for different segments enables organizations to focus on customers and segments Focus profitable customers. The process of value creation is a critical component of customer relationship management because it converts business and customer strategies into specific value proposition statements that indicate how much is delivered to customers and thus explain how much organization should receive, Including: potential for collaboration. The multi-channel integration process is arguably one of the most important customer relationship management processes because it captures the outputs of business strategy and value creation processes and transforms them into value added activities with customers. However, there are only a few published works on multi-channel integration in customer relationship management, for example, (Dong 1 et al., 2019). Many companies today enter the market through a hybrid channel model that includes multiple channels, such as sales forces, the Internet, direct mail, business partners, and telephones. There are a growing number of channels that the company can connect with its customers. Through an iterative process, we have divided many channel options into six categories broadly based on physical or virtual contact equilibrium. This includes:

- 1 (Sales force, including field accounting management, personal services and representation ;)
- 2 (media, including retail outlets, stores, warehouses and kiosks;)
- 3 (Telephone, including traditional telephone, fax, text and call center ;)
- 4 (direct marketing, including direct mail, traditional radio and television) but other than e-commerce;
- 5 (e-commerce, including e-mail, interactive internet and digital television; including cell phones, text messaging and text messaging services, wireless software protocols, and 3G mobile services. Now available on some channels they are used in combination to maximize business returns, for example, overlap chat and Internet chat, used by companies such as Internet Protocol, a combination of telephony and the Internet. Integrated Channel Management relies on the ability to support high standards across multiple channels. After creating sets of standards for each channel that define the customer experience for that channel, the organization can work to integrate the channels. The notion of "complete customer experience", which should be cost-effective for the company at which it operates and competes, is a new concept of proportion. The concept is already accepted in the industry by companies such as TNT, Toyota's Lexus, Oce and Guinness Breweries, but it has not received much attention in the scientific field yet. Therefore, multi-channel integration is a critical process in customer relationship management because it is the common point of creating customer value. However, the ability of a company to successfully integrate multi-channels is strongly dependent on the organization's ability to collect and locate customer information from all

channels and integrate it with other information. The process of managing information is about collecting, matching and using customer data and information across all customer contact points to create customer insights and appropriate marketing responses. Key elements of the information management process are the data repository that provides the corporate memory of customers; IT systems that include software and computer hardware for the organization. Office Analytics tools and applications, which support many activities in direct customer relationship and internal operations management, management and supplier relationships (Card 2, 2010). The data repository provides a powerful enterprise memory of customers, an integrated enterprise information store capable of analyzing relevant data. In larger organizations, it may include a data warehouse and related data and databases. There are two types of data warehouse, regular data warehouse and operational data store. The latter stores only the information necessary to provide a single identity to all customers. An enterprise data model is used to manage this data conversion process to minimize data replication and to resolve discrepancies between databases. IT systems refer to computer hardware and software and related firmware in the organization. Often, technology integration is needed before databases can be integrated into a data warehouse and user access can be provided across the company. However, the historical divide between marketing and information technology sometimes presents issues at the organizational level (Yazdanpanah et al., 2015). Organizational capacity is needed to measure existing systems or plan to migrate to large systems without disrupting business operations. Analytical tools that enable data warehousing to be used effectively can be found in specific data mining and software packages. Data mining is the analysis of large amounts of data for meaningful patterns and relationships. (See, for example, Vandorne 1, 2012). Credits and customer profiles focus.

Headquarters applications are technologies that the company uses to support all activities involving direct communication with customers, including contact center management. Backstage programs support internal business activities and supplier relationships including human resources, logistics, warehouse management, logistics software and some financial processes. A key concern with front-and-back systems provided by customer relationship management vendors is that they are sufficiently connected and coordinated to improve customer relationships and workflows. The information management process is a means of sharing customer and other information across the company and "replicating in the customer's mind". To ensure that customer relationship management technology solutions are supported, it is important to provide information technology planning from the perspective of customer-centric customer service rather than planning for departments and product or application activities. In addition, data analytics tools should measure business activities. This type of analysis provides the basis for the performance appraisal process. To achieve the ultimate goal of managing customer relationship, consider delivering shareholder results, how employees value added, customer value, shareholder value and how to reduce costs. Recent research on communications between employees, customers and shareholders has emphasized the need for an integrated approach to exploit communication between them. The business model of net service and research is related to building relationships between employee satisfaction, customer loyalty, profitability, and shareholder value (eg, Hakak 2 et al., 2014; Kumar 3, 2010). Organizations should also focus on cost-cutting opportunities. Two ways to reduce costs, especially customer relationship management, are: deploying technologies from automated telephony services to web services and using new electronic channels. It is possible to develop models such as service profit chains in companies to consider the effectiveness of customer relationship management at the strategic level to improve shareholder outcomes.

Despite increasing corporate contact for more customers, there is concern that in general, the criteria used by companies to measure and monitor the performance of their customer relationship management are not well developed and well known. The research findings (Ambler 2002) raise particular concern, finding that key aspects of customer relationship management, such as customer satisfaction and customer retention, account for only 36% and 51% of firms, respectively. Even when these criteria reach the board level, it is unclear how deeply they are understood and how long they have been spent. Traditionally performance-driven performance measurement systems may not be applicable to cross-customer relationship management.

Recent efforts to provide functional countermeasures, such as a balanced scorecard, have made significant progress. Balanced Scorecard format provides a wide range of metric designs. Indicators that can show future financial results, not just historical results, should be part of this process. Standards, Criteria and Key Indicators of Customer Relationship Management Performance Must have the required performance standards throughout the core process to ensure that customer relationship management activities are planned and implemented effectively and a feedback loop to maximize performance improvement. And learning to identify additional metrics that relate to organizational "return to relationships". Matching the companies are going to help.

Jorn Wang, Jean L, and 1 (2018) Online reviews are an important resource for companies that analyze user demand. We conducted a study of online sites to measure how product features affect customer satisfaction. First, we attempted us then developed a logistic regression model to estimate the effects by analyzing emotions, whether the customer was satisfied with the purchase or not according to their review. Our estimates showed that customer satisfaction was not affected by customer satisfaction. Drainage mode, loading type, frequency conversion, type, display, color, and capacity. We come out and find fists that are cheap because of the dependence on the products, have to be different from the expensive items, the design features are different to their satisfaction. And the sound, perceived noise is consistent with the actual noise level. We analyzed a specific case and then obtained more detailed information on Ryan's punching attitude. Customer relationship management software was investigated using hierarchical analysis. The findings from the analysis of the data collected indicate that software functionality including operational, communication and analytical capabilities; non-functional capabilities and ultimately the characteristics of the customer relationship management software provider are the most important factors in selecting this software. Consider organizations. (Moradi 1977) examined the key factors affecting on the implementation of customer relationship in private financial and credit institutions. In his research, he concluded that focusing on key customers, paying attention to knowledge management, using modern technology and the development and organization of business processes affecting customer relationship management in an effective credit institution. The following conceptual model is presented in accordance with the above:

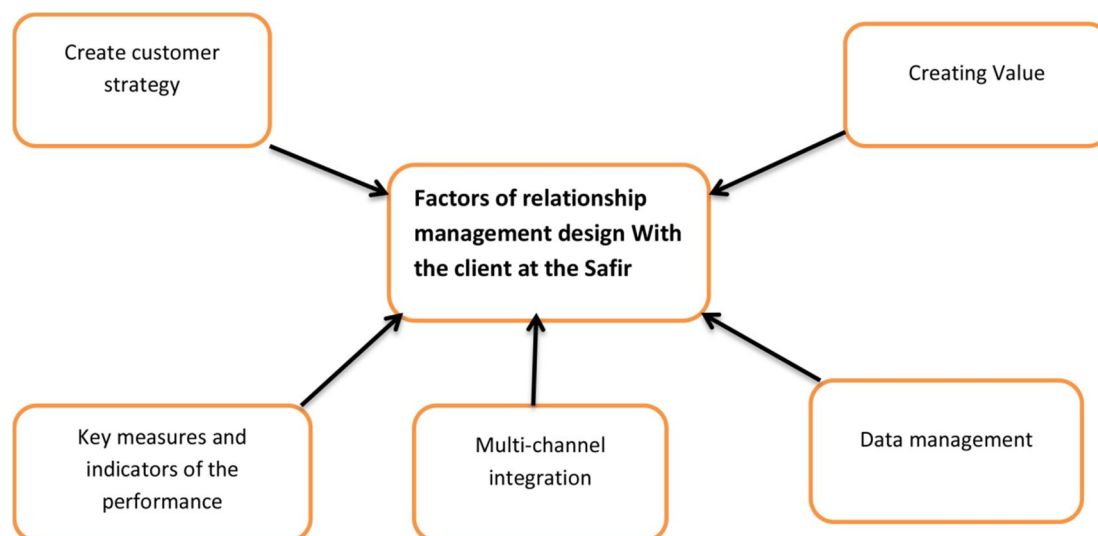


Figure 1. Structural of the methodology

2. Methodology

The research method used in this study is descriptive. In terms of the type of survey method used, it is a cross-sectional survey. According to the purpose of this study, we can this study is of practical application in terms of purpose. It is also cross-sectional in terms of the timing of the research because the data was collected once to answer the research questions.

The statistical population of this study consisted of two groups of expert community and community of executives and employees of Trading and Distribution Company. First, considering the use of confirmatory factor analysis and managers 'and experts' opinions, the sample size was determined between 5 and 15 times the number of items (21 items) and 260 people according to the following formula.

Formula 3-1 calculates the sample volume

$$5 \times Q = n \leq \text{Sample number} \leq 15 \times Q = n$$

$$5 \times 21 = 105 \leq \text{Sample number} \leq 15 \times 21 = 315$$

After determining the sample size, random sampling method was used. It should be noted that 273 questionnaires were distributed to collect 260 healthy questionnaires, so the response rate is 0.95. In order to prioritize the final indices using network analysis technique, managers with minimum master's degree and 10 years' experience were considered as expert community and network analysis questionnaire was provided to them. The number of experts qualified was 11. The method of data collection in this study was to gather the theoretical basis of the library. Through this method, the researcher was able to obtain accurate information from the contents of the dissertations and valid journals and was also used to collect data to survey the statistical sample and answer the research questions. The field method can specify the true view of the variables. Data gathering tools were used to determine the meaningfulness of items identified as Likert-based questionnaires. The researcher collected data by distributing the questionnaires among the statistical population, managers and staff of the Trading Company. The questionnaire had 21 indicators. Measure scores are a distance questionnaire based on a 5-point Likert scale. The questions in this questionnaire were rated as positive, with choices of very low, low, medium, high and very high, respectively, from 1 to 5. After determining the final items using confirmatory factor analysis technique, the network based questionnaire is based on The final indicators were designed. To increase the accuracy of the questionnaire, the validity of the questionnaire was assessed. To what extent does the data collection method or tool measure the accuracy of what is to be measured, and to what extent is the questionnaire considered in this study useful for the intended purpose of the researcher. In this study, construct validity was used to assess the validity of the questionnaire. Before distributing the questionnaires in total, 30 questionnaires were distributed to the expert community and using Cranach's alpha coefficient was calculated using SPSS software. This coefficient should be at least 0.7 for the questionnaire to have acceptable reliability.

Table 1. Questionnaire reliability

Cranach's alpha	Tale
785	The company has a formal system for identifying potential customers.
793	The company uses market information to identify potential customers.
793	The company has a formal system for identifying its loyal customers.
793	The company reviews permanent customers.
803	The company uses an intelligent system to estimate the cost of rebuilding its inactive customers.
791	In my opinion, buying a company's products for customers is effective.
786	I think buying from this company has a lot to do with customers.

783	In my opinion, buying from this company is very convenient.
780	I think customers will get the best experience by buying from this company.
777	The company has a specific policy for managing information between customers and employees.
791	The company has a specific schedule for storing information.
790	In this company, the decisions of the board of directors in the data protection security program are influential.
782	The company maintains and publishes classified information.
787	The company uses different channels to communicate with customers.
786	The company has the advantage of using different channels.
783	The company processes extensive information across channels.
784	The company is skilled at using different channels.
782	The company uses the most appropriate ways to communicate with customers.
788	The company is highly profitable.
785	The company is growing well over last year.
779	It has a huge market share.
844	Alpha of the whole questionnaire

The statistical methods used in this research are as follows: Descriptive statistics were used for descriptive analysis of data including frequency, mean and variance calculation. Observations were used. In the present study, the normality of the data is evaluated using the Kolmogorov-Smirnov test. In the next step, the construct validity of the research variables and their resulting indices will be examined using confirmatory factor analysis test. Finally, in order to rank the indices, the network analysis test is used. Required software includes LISREL software for confirmatory factor analysis and Super Decision software for network analysis. Network Analysis (ANP) The technique was first put forward by Thomas L. Professor of the University in the late 1970s, Petersburg. The basis of this method is based on pairwise comparisons. The decision maker starts his / her work by making a hierarchy of decisions and in the hierarchy section compares the component (s) of indicators (and competing options evaluated in the decision) and then performs a pairwise comparisons. Hierarchical analysis process steps

Step one:

Decision Development:

The decision-making section defines the decision strategy graphically, with the overall purpose of the issue and the next level of criteria and options. Through complex hierarchies, complex systems can be subdivided into different elements. There are no fixed rules for development in decision making, but some people, including Foreman, have tried to lay down general rules in this area (Norgel et al., 2012).

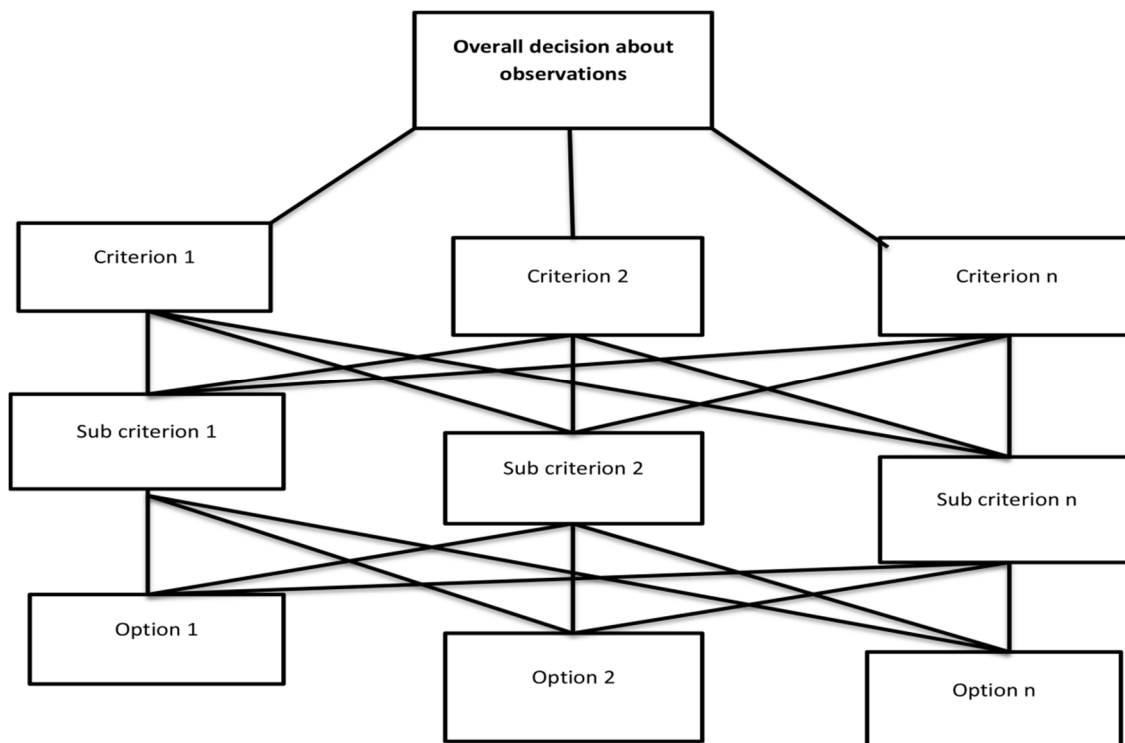


Figure 2: Carpla's general form

Table 2. Frequency of demographic variables

Persian insurance		category	Property
Percentage	Number		
%66	174	Man	Gender
%34	86	Woman	
%16	41	Between 20 and 30 years old	Age
%24	63	Between 30 and 40 years old	
%38	100	Between 40 and 50 years old	
%22	56	More than 50 years old	
%62	161	Bachelor	Education
%34	89	MA	
%4	10	Ph.D. and above and more	
%29	75	Less than a year	Work Experience
%56	146	Between 1 and 4	
%15	39	Between 4 and 8	

Kolmogorov-Smirnov test was used to check the normality of the variables.

Table 3. Kolmogorov-Smirnov test results

Variable	Number	Test statistics	meaningful	Reject / Accept Zero Assumption	Test result
Customer strategy	260	022	.975	Accept Zero Assumption	The variable is normal
Creating Value	260	037	.920	Accept Zero Assumption	The variable is normal
Data management	260	028	.825	Accept Zero Assumption	The variable is normal
Integration	260	024	.945	Accept Zero Assumption	The variable is normal
Key measures and indicators of the performance	260	6.02	.e19.8	Accept Zero Assumption	The variable is normal

The distribution of variables was normal and LISREL software was used to implement the structural equation technique. Confirmatory factor analysis was used to examine whether the items could accurately explain the current variables.

Prior to performing factor analysis, the capability of the data to perform confirmatory factor analysis should be examined.

Table 4. Bartlett test and KMO index

Correlation suitability assessment (Bartlett)				Sample adequacy measurement (KMO)	
Result	meaningful	Degrees of freedom	Test statistics	Result	Index
Solidarity is good	0/000	3321	5063.639	Suitable sample number	0/791

According to the results, confirmatory factor analysis of the variables was performed.

Standard factor loadings and confirmatory factor analysis statistics were used to measure the relationship between these variables with their observable variables (questionnaire items) in all items greater than 0.5 and 1.96, is obtained. Therefore, no item is excluded from the model.

2.1. Network Analysis

Questionnaires were analyzed in this section. The ANP method was used for this purpose.

Table 5. Component coding

	Tale	code	Variable
S1	Official system for identifying potential customers	C1	Customer strategy
S2	Use market information to identify potential customers		
S3	Official system for identifying loyal customers		
S4	Permanent Customer Reviews		
S5	Use smart system to estimate rebuilding costs with inactive customers		
S6	Effectiveness of Buying Company Products for Customers	C2	Creating Value
S7	Benefit of buying from this company for customers		
S8	The convenience of buying from a company		
S9	Get the best shopping experience from the company		
S10	Specific policy for managing information between customers and employees	C3	Data management
S11	Specified application for storing information		
S12	Impact of Board Decisions on the Data Protection Security Program		
S13	Classification of information retention and dissemination		
S14	Using different channels to communicate with customers	C4	Multi-channel integration
S15	Take advantage of different channels		
S16	Extensive information processing across channels		
S17	Skills in using different channels		
S18	Using the most appropriate channels to communicate with customers		
S19	High profitability	C5	Key measures and indicators of the performance
S20	Good growth compared to last year		
S21	Devote a large portion of the market		

The comparison model according to the criteria and sub-criteria investigated is as follows.

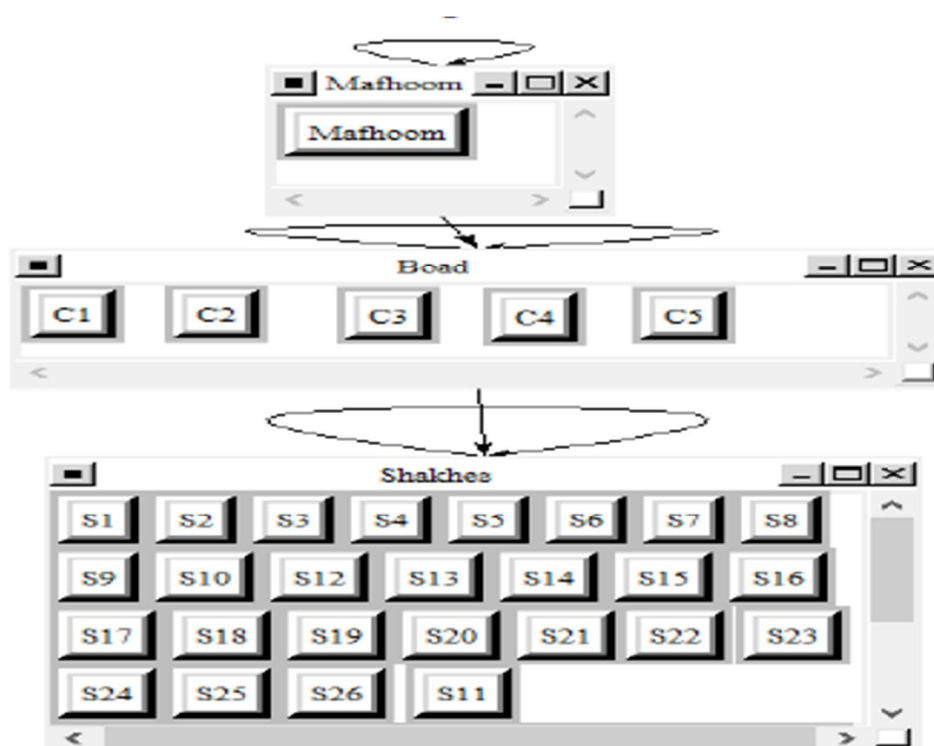


Figure 3. Interactive network analysis models in SUPER DECISION software

First, the main components were compared with the target, and the weights obtained from the component rankings according to the target were presented.

Table 6. Compares the principal components with respect to the purpose and weight obtained

	Customer strategy	Creating Value	Data management	Multi-channel integration	Key measures and indicators of the performance	Normal weight	Ideal weight
Customer strategy	1.000	1.110	1.410	0.893	1.538	0.219	0.792
Creating Value	0.901	1.000	1.613	0.520	2.110	0.214	0.774
Data management	0.709	0.620	1.000	0.472	0.410	0.117	0.423
Multi-channel integration	1.120	1.923	2.120	1.000	1.450	0.277	1.000
Key measures and indicators of the performance	0.650	0.474	2.439	0.690	1.000	0.173	0.623
incompatibility rate	0.039						

The results obtained in the ideal weight calculation show that multichannel integration has the highest priority.

Table 7. Comparison of Customer Strategy Indicators

	Official system for identifying potential customers	Use market information to identify potential customers
Official system for identifying potential customers	1.000	1.330
Use market information to identify potential customers	0.752	1.000
Official system for identification and for loyal customers	0.820	0.719
Permanent Customer Reviews	2.778	0.901
Use smart system to estimate rebuilding costs with inactive customers	0.694	0.794
incompatibility rate		

The results obtained in the ideal weight calculation showed that the evaluation of the permanent customers had the highest priority.

Table 8. Comparison of Value Creation Indicators

	Effectiveness of Buying Company Products for Customers	Benefit of buying from this company for customers	The convenience of buying from a company	Get the best shopping experience from the company	Normal weight	Ideal weight
Effectiveness of Buying Company Products for Customers	1.000	1.050	0.560	1.110	0.192	0.818
Benefit of buying from this company for customers	0.952	1.000	1.150	0.850	0.201	0.856
The convenience of buying from a company	1.786	0.870	1.000	1.230	0.234	1.000
Get the best shopping experience from the company	0.901	1.176	0.813	1.000	0.205	0.875
incompatibility rate	0.017					

The results obtained in the ideal weight calculation showed that the convenience of purchasing from the company had the highest priority.

Table 9. Comparison of information management indicators

	Specific policy for managing information between customers and	Specified application for storing information	Impact of Board Decisions on the Data Protection Security Program	Classification of information retention and dissemination	Normal weight	Ideal weight

	employees					
Specific policy for managing information between customers and employees	1.000	1.150	0.590	1.410	0.244	0.851
Specified application for storing information	0.870	1.000	1.590	1.260	0.287	1.000
Impact of Board Decisions on the Data Protection Security Program	1.695	0.629	1.000	1.480	0.280	0.976
Classification of information retention and dissemination	0.709	0.794	0.676	1.000	0.189	0.659
incompatibility rate	0.045					

The results obtained in the ideal weight calculation showed that the specific program for storing the information had the highest priority.

Table 10. Comparison of Multi-Channel Integration Indicators

	Using different channels to communicate with customers	Take advantage of different channels	Extensive information processing across channels	Skills in using different channels	Use the most appropriate channels to communicate with customers	Normal weight	Ideal weight
Using different channels to communicate with customers	1.000	1.520	0.910	1.410	1.520	0.242	0.957
Take advantage of different channels	0.658	1.000	0.560	1.360	1.520	0.187	0.740
Extensive information processing across channels	1.099	1.786	1.000	1.260	1.410	0.252	1.000
Skills in using different channels	0.709	0.735	0.794	1.000	1.260	0.171	0.679
Use the most appropriate channels to communicate with customers	0.658	0.658	0.709	0.794	1.000	0.147	0.584
incompatibility rate	0.012						

The results obtained in the ideal weight calculation showed that the processing of extensive information across channels was the highest priority.

Table 11. Comparison of key performance indicators and indicators

	High profitability	Good growth compared to last year	Devote a large portion of the market	Normal weight	Ideal weight
High profitability	1.000	1.150	1.620	0.400	1.000
Good growth compared to last year	0.870	1.000	1.580	0.362	0.903
Devote a large portion of the market	0.617	0.633	1.000	0.238	0.594
incompatibility rate	0.001				

The results of ideal weight calculation showed that high profitability had the highest priority.

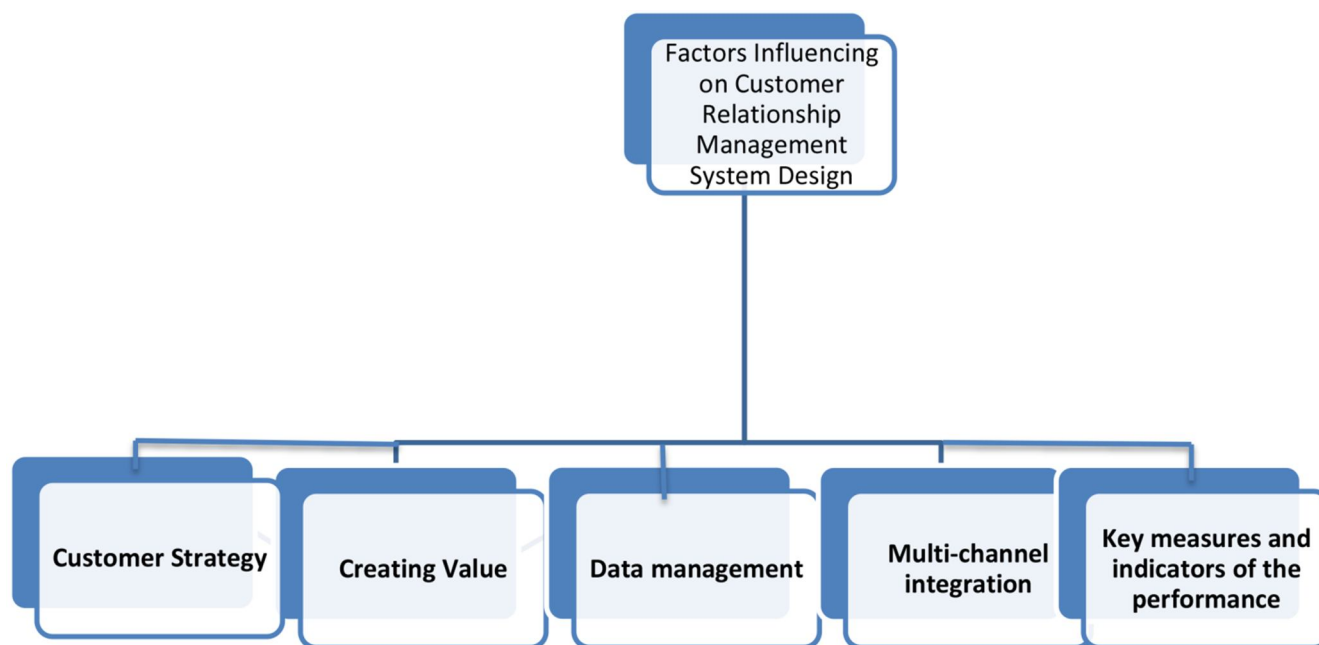


Figure 3. Final research model

3. Conclusion

According to the researcher from the research background 5 main dimensions and 21 indicators were identified which are as follows:

3.1. Customer Strategy

Formal system for identifying potential customers, use of market information identifying potential customers, formal system for identifying loyal customers, regular customer reviews, use of smart system to estimate passive customer relationship reconstruction costs.

3.2. Creating Value

Effectiveness of your company's products for customers, the usefulness of this company's customer service, the convenience of buying from the company, getting the best shopping experience from the company.

3.3. Data management

Specific policies for managing information between customers and employees, specific plans for storing information, the impact of board decisions on the information protection security plan, the classification and retention of information.

3.4. Multi-channel integration

Using different channels to communicate with customers, taking advantage of different channels, processing extensive information across channels, being skilled at using different channels, using the most appropriate channels to communicate with customers.

3.5. Key measures and indicators of the performance

High profitability, good growth over last year, accounts for a large portion of the market. Results obtained with research by Zhou et al. (2017), (Shu Hui Chuangga, Hong Nan Lin) 2013 (External and Rangford Research) 1397 (Shabani et al.) 1395 (Pedram) 2013 (Abbas and Tahmasebi (2011) were in line with internal research and the researchers mentioned in their research the indicators or dimensions identified in this research.

Now let's try to measure the significance of each of the indicators from the experts' point of view. Confirmatory factor analysis has been used for this. Based on the confirmatory factor analysis results, all the indices were confirmed. In the final step, ANP was used to rank the indicators of each dimension and the indicators according to the experts.

The ranking of the main dimensions showed that multi-channel integration ranks first. Customer strategy, value creation, metrics and key performance indicators and information management are also ranked second to fifth, respectively.

The rankings of the indicators for each dimension are as follows:

In the dimension of customer strategy, reviewing regular customers and using market information to identify potential customers in the first and second ranks, the formal system for identifying potential customers in the third rank, and the formal system for identifying loyal customers, and the use of the smart system for estimating the cost of rebuilding relationships. Passive customers ranked fourth and fifth.

Among the indicators of value creation, the convenience of buying from the company was the first priority. Getting the best in-store experience from the company, being able to buy from the company for the customers, and the effectiveness of the company's products for the customers are also ranked second to fourth.

In the information management indicators, the specific plan for storing information was given the first priority, the impact of board decisions on the information protection security plan and the specific policy for managing information between customers and employees came second and third. Classification of information retention and dissemination was the fourth priority. Extensive information processing across channels, use of different channels to communicate with customers, high advantage of using

Different channels, the ability to use different channels and the most appropriate channels to communicate with customers were the first to fifth priorities of multichannel integration, respectively.

Key measures and indicators of the performance, high profitability, good growth from last year, and a large share of the top-to-third market priorities were introduced.

4. Suggestion

It is suggested to the senior management of the ambassador company to gather input information from different parts of the company in an appropriate database and to process the extensive information available to the relevant authorities using an expert management team. It is recommended that the senior management of the Safir company record customer information by establishing a robust database, sorting them by order of their first contact with the company, as well as number of orders, identifying permanent customers, and dealing strategy, Separate them with other customers. Also considering discount codes for regular customers is a way to enhance this dimension. It is suggested that the senior management of the Safir Company be given the opportunity to order and online shopping, as well as facilitate the purchase of the company. Also, make site updates timely and reduce the number of disruptions to the site. It is recommended to the senior management of the Safir Company by investing in secure and profitable investments as well as advertising to further increase and enhance customers, enhance the profitability of other channels and improve the conditions for customers. It is recommended to the senior management of the Safir Company by employing a strong software engineering team be specific in storing information about suppliers and customers and correcting any weaknesses with timely updates. Identifying Native Factors Affecting on Customer Relationship Management in Safir Company by Interviewing; Investigating the Impact of Existing Laws on Customer Relationship Management in Safer Company; Investigating the Impact of Managerial Barriers on Improving Customer Relationship Management in Saffir Company.

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