

Customer Relationship Management

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Abstract

In a rapidly evolving marketing landscape driven by technological advancements, the integration of modern technologies and the Internet into Customer Relationship Management (CRM) has become a crucial step for service organizations to achieve optimal response and create exceptional customer experiences. Therefore, this study aimed to shed light on the significance and discusses the impact and relationship between customer experience and electronic banking services (E-CRM). According to the results, E-CRM plays a significant role in defining a unique client experience. As a result, the report advises banks to use networks or digital platforms as efficient means to build sincere relationships with consumers and provide an exceptional customer experience.

Keywords: Management of Customer Relationships, Privacy and Security, and Communication
Complaint Handling, Customer Experience.

1. INTRODUCTION

The rapid advancement of Businesses has been forced to abandon mass marketing due to technology and the increasing usage of the Internet. and embrace a customer centric approach. Traditional Quality, pricing, delivery, and time-based competition priorities are no longer adequate to obtain an advantage over rivals since Customer experience has become a more potent competitive weapon. tool for developing a long-term company plan and achieving superior performance. Various factors, including the technological revolution, increased competition, and demanding customers, have propelled businesses into the era of the experience .

The technological revolution over Customer expectations have altered over the last two decades, creating new opportunities through websites and digital platforms. Today digital features heavily influence customer

experiences, prompting customers to seek more than just satisfactory services and instead desire exceptional experiences that heighten their sense of satisfaction. Consequently, The complexity of the customer experience has increased as a result of rising Internet usage and the spread of digital communication technology, landscape for organizations. Consequently, businesses find themselves needing should redefine their marketing in order to respond to the behaviour of digital customers.

2. Literature Review Customer Relationship Management

E-CRM has emerged as a prominent marketing trend in response to the evolving digital customer behaviour and

the rapid growth of E-business in the present era. This viewpoint has influenced how people currently view traditional CRM, which has traditionally attempted to see and manage client expectations.

Researchers and authors have contributed diverse definitions of ECRM, with some considering it as a strategy or tool and for Some people see it as managing customer interactions (Savitri, 2020), while others see it as a corporate philosophy or method (Meena & Sahu, 2021).

E-CRM is described as a technology or software tool more specifically used to track customer related data and information to provide superior services. This perspective suggests that the sole purpose of E-CRM is to use technology to gather accurate customer information for predicting their needs. Conversely, some executives consider E-CRM to be a marketing strategy that attempts to improve customer value and promote long-term relationships by making the best use of available technology and customer data. While emphasising the management of client interactions and the development of strong and fruitful partnerships using technology and related E-business strategies, E-CRM builds upon the relationship marketing approach. on the other hand, goes beyond the notion of merely focusing on closing transactions or commercial deals by providing goods and services that meet the demands of customers. Instead, it is a thorough approach to business management in every sector that affects customers through the use of advanced technologies and human resources in order to understand those customers' needs and behaviours it provide them with superior value. The following outcomes will be attained by the use of effective E- CRM:

- Observing and documenting client experiences to enhance Business performance (Saurabh, 2018), as seen by the development and reinforcement of wholesome and solid connections with those consumers are a key factor in success.
- Profitability can be increased through lowering costs for the company.
- Aiding in the development of strong customer bases by utilising communication tools that increase proximity and a sense of customer.
- Requirements E-CRM plays a crucial role in creating novel scenarios for cutting-edge services that help attract new clients and keep hold of current one
- Analysis of client requirements and factors influencing their purchasing behaviour.

3. Methodology

3.1 Study Design and Sample

The study employed a quantitative research design to examine and evaluate its hypothetical model, aiming to gain a thorough knowledge of consumer experiences in the E-banking sector. Consumers who utilise the electronic services offered by the business's banks in the Basra Governorate, Iraq, were chosen at random., was selected for the study. The demographic characteristics of the study sample are outlined.

Table 1

Variables		Frequency	Percentage
Gender	Male	357	76%
	Female	115	24%
Age	Less than 20 years	34	7%

	20–30 years	152	32%
	31–40 years	141	30%
	41–50 years	98	21%
	51–60 years	29	6%
	More than 60 Years	18	4%
Education	Below undergraduate	85	18%
	Undergraduate	323	68%
	Master's degree	41	9%
	Doctoral degree	23	5%
E-banking usage	Frequently	189	40%
	Weekly	165	35%
	Monthly	107	23%
	Yearly	11	2%

Table 1: The Study Sample's Demographics (n = 472), from the authors' survey.

3.2 Data Collection Tool

The study used a two-part questionnaire to collect data. The first phase centred on gathering personal information from the clients who were being polled, whereas the second addressed the study's elements, particularly customer experience and e-customer relationship management (ECRM).

To design the questionnaire, the study drew inspiration from scales used in previous research. The E-CRM questions were adapted from studies conducted by Wang,

Vutet, Vejacka & Stofa and Hammoud . On the other hand, the Questions on the client experience were taken from the writings of Mathew et and Lallmahamood .

Data collection was carried out through face-to-face surveys, where the study sample was interviewed, and their responses to the questionnaire were recorded. This method allowed for direct interaction with the participants and facilitated the collection of data related to their answers.

3.3 Tools and Techniques

The collected data was analysed using the statistical software program SPSS, which offers a wide range of statistical analysis techniques. Techniques such as Regression analysis, factor analysis, inferential statistics, and descriptive statistics, and cluster analysis were employed to examine the data and derive meaningful insights. By utilizing SPSS, the study was able to input the data, perform the necessary analyses, and generate results to address the research objectives. This allowed the researchers to draw conclusions, test hypotheses, and identify patterns or relationships within the data, contributing to a comprehensive understanding of the study's subject matter.

3.4 The Findings and Discussion

Descriptive statistics and reliability tests

To begin the study's reliability analysis, the Cronbach's alpha statistical analysis. This test is used to assess the internal consistency of the questionnaire and determine the reliability of the responses provided by the sample for the questions

included in the study tool. The results of the reliability test are presented it is evident that the calculated Alpha values were higher than the standard deviation cited in statistical literature., which is typically set at 0.70. The Cronbach's alpha values exceeding this threshold indicate a satisfactory level of internal consistency among the questionnaire items. This implies that the questions within the questionnaire reliably measure the intended constructs and are consistent in measuring the variables under investigation. The higher the alpha value, the greater the reliability of the questionnaire in capturing accurate and consistent responses from the participants.

3.5 The connection between customer experience and e-CRM in e-banking services:

One who studies the marketing environment can observe a significant transformation in marketing research over the past three decades. This shift is evident in the transition from focusing solely on tangible products that create positive brand impressions to emphasizing marketing services and fostering strong customer relationships through positive experiences. Broadly speaking, the underlying principle of E-CRM revolves around the notion that understanding and promptly responding to customer needs are essential for organizations to effectively retain existing customers and attract new ones. Recognizing the significance of customer experience as a means to overcome intense competition and address previous instances of poor customer experiences, business leaders have become increasingly conscious of its importance. Despite this awareness, Pennington points that the consequences of poor investments in CRM are still felt negatively in the customer

experience. Despite the fact that many businesses recognise the using contemporary technology foundations and CRM strategies, many nevertheless adhere to outdated thinking and practises remain unchanged. Therefore, in an intensely competitive environment, the presence of in order to manage the client experience efficiently within the service industry, e-CRM is no longer a luxury but a requirement.

The banking sector is currently witnessing quick changes in terms of how well its businesses are performing. Particularly with the shift from traditional channels to electronic or digital channels. This shift allows banks to provide services 24/7, thanks to the internet which has revolutionized the way banks engage with customers in the virtual realm.

It has become evident that traditional Bank customer service procedures are out-of-date. Technology has given banks many chances Although it has posed challenges that call for the adoption of new strategies and techniques, the goal has been to enhance customer service.

establishing and carrying out marketing plans and customer interactions. eservice is a shining example of how the banking sector is recognising changes and new trends to better serve customers. With e-banking services enabling clients to quickly conduct various financial activities from their homes or places of employment, the banking sector is increasingly inclined to embrace new

communication channels in the digital market.

Observing and documenting client experiences to enhance Business performance (Saurabh, 2018), as seen by the development and reinforcement of wholesome and solid connections with those consumers are a key factor in success

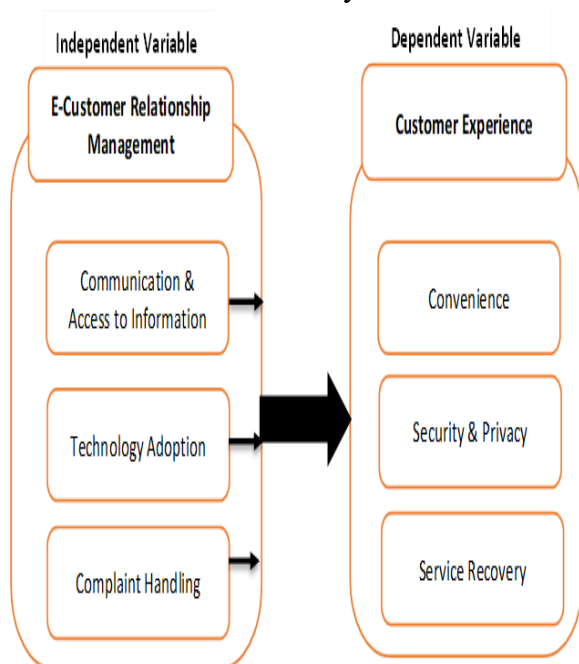


Figure 1: The Conceptual Model

to customer satisfaction. However, it has been noted by Kiarostami and Danai tab Many academics and observers agree that the banking sector has lost out on a huge chance to use social media networks as part of its business plan.

The following hypotheses are put up based on the findings of earlier studies:

H1: The Iraqi E-banking Service's customer experience is positively impacted by e-CRM.

H2: Customer satisfaction with the Iraqi E-banking Service is positively impacted by communication and information accessibility.

H3: The use of technology by the Iraqi E-banking Service enhances the user experience.

H4: Handling complaints raises customer satisfaction with Iraq's e-banking system. The variables included in the conceptual model for the investigation are depicted in Figure 1.

3.6 Correlation Analysis

A To determine the degree of correlation between the primary and supporting variables, a Pearson correlation analysis was used. having a connection value of $r = 0.363^{**}$ ($p .01$), the results, as shown in Table 3, reveal a mediocre correlation between the customer experience variable and the E-CRM variable.

Additionally, the correlation study shows a significant association between the communication sub-dimension of Customer experience using e-banking services and e-CRM. Similar to this, H2: The customer experience with the Iraqi E-banking Service is influenced favourably by communication and information accessibility. H3: The customer experience is enhanced by the use of technology by the Iraqi E-banking Service. H4: Resolving customer complaints enhances their satisfaction with the Iraqi E-banking Service.

On the other hand, the analysis shows a weak association, with a correlation value of $r = .201^{**}$ ($p .01$), between the E-banking service's user experience and the aspect of resolving consumer complaints.

Variables	Values
E-Customer Relationship Management	.363**
Communication & Access to Information	.496**
Analysis of Variables' Correlation	
Technology Adoption	.392**
Complaint Handling	.201**

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4 Conclusion and Recommendations

Traditional competitive variables like quality and pricing are no longer enough in today's world of rapid technological advancement and ubiquitous internet usage. for service organizations to thrive in a highly competitive environment. With the business landscape becoming more complex it is crucial for organizations to adopt an integrated approach that consider the expectations of consumers in the digital age. There is empirical data to suggest that the ability of banks to meet customer requirements using modern methods and technology is closely linked to customer retention and acquisition.

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