

The Investigation of the Relation between Knowledge Management on Customer Relationship Management (Case study: Melat Bank s selective branch in Kermanshah province)

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ABSTRACT

Customer relationship management processes can be considered as processes with knowledge increase that their performance is affected by providing knowledge of product, markets and customers. So, using knowledge management capabilities result in taking advantage through customer knowledge flow in the processes. The main goal of this study the effect of customer knowledge management on customer relationship management in selected branches of Melat Bank is a province. There for, whilst a review about the subject literature, a questionnaire was set and verbal to 297 person who were statistical society members. (1440 person from Kermanshah Melat 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 "k₂ 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.

KEYWORDS: Customer relationship management, customer knowledge, knowledge management.

INTRODUCTION

Today, knowledge is considered as a key factor in global competition. Knowledge of an organization is gained through different sources like market, product, processes and customer. Accelerating changes in business environment And the entry of new competitors in the current databases attract and retain depositors and their current profitability levels. Should more resources Spent on educational activities and the recruitment and use of new techniques and new high performance work [1]? 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 to in the context of increasing competition [7].

Theoretical research

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] In this study we examine the impact on customer knowledge management, customer relationship management in the Kermanshah Province nation we Batch branches. This framework is based on the model customer knowledge management Dang says and Ying from China [9], including dimensions, and generate customer knowledge acquisition, storage and distribution of knowledge and applying it is Bonds derived from the model of customer relationship management Nay [11] consists of selecting customers, attract customers and retain customer retention and growth and trade will be discussed with customers Bashed moved.

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.

Minor premise: Customer knowledge management component is the component of customer relationship management.

A review of the research literature

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 297 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	297	0.726	0.312	Normal distribution
Customer Relationship Management	297	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

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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