IMPACT OF KNOWLEDGE DIFFUSION THROUGH CRM ON MARKETING PERFORMANCE

Ali Asghar Toufani  
M.A. Student of Business Management, Islamic Azad University, Rasht Branch, Rasht, Iran  
Email: tufani60@gmail.com

Shahram Gilaninia  
Associate Professor, Department of Industrial Management, Islamic Azad University, Rasht Branch, Rasht, Iran  
Corresponding Email: drgilaninia45@gmail.com

Abstract

Rapid changes in today's world organizations are faced with different challenges; but the organizations are successful that by helping management tools and new technologies use opportunities created to their advantage. Knowledge management and customer relationship management are one of these tools. As a result of synergies resulting from the integration of knowledge management and customer relationship management, organizations will be able to identify the needs of their customers and predict their behavior and therefore will have more attention to continuous operation of innovation and development of new products and services and subsequently will lead to improve organizational performance.

Keywords: knowledge management, customer relationship management, performance

Introduction

Customer relationship management (CRM) and knowledge management for all organizations, especially in today's competitive environment has become key strategic tool (Mahmoodi & Mahdavi, 2016). Knowledge management focuses the acquisition of knowledge of the staff about customers, competitors and products of organization. In other words, knowledge management encourages employees to share knowledge and ideas to enhance added products. Therefore, the prospects for knowledge management are "within the organization" and its advantage is customer satisfaction from better services and products (Haji Karimian & Mansootian, 2012).

The desire to implementation of customer relationship management has also increased dramatically. When customer relationship management be implemented, knowledge management programs can expand flow of the customer relationship (Retna & Tee NG, 2011). Managers believe that creating an effective, long-term relationship with customers affect to increase market share and competitiveness and by creating a strong structure called customer relationship management efforts to improve business ability of their organizations. Given the importance of implementing customer relationship management has been felt need to create appropriate mechanism to improving its performance (Hasangholipour & et al, 2012; Taghavifard & et al, 2015).

Literature Review

Knowledge management associated with the creation and development of an organization's knowledge assets with attitude beyond the organization's objectives and requires all activities that are linked by identifying, sharing and creation of knowledge. This requires systems to create and maintain knowledge resources, foster and facilitate knowledge. Organizations are successful that know knowledge as an asset and develop organizational values and norms that support the creation and sharing of knowledge. Nowadays discussion is focused on customer relationship management and of course, it is more and more emphasis on keeping and growing existing customers rather than
finding new customers. Nowadays Organizations using customer relationship management is seeking techniques to measure customer profitability and value creation in long-term for their customers (Greve & Albers, 2006: 2).

Rapid changes in today's world organizations are faced with different challenges; but the organizations are successful that by helping management tools and new technologies use opportunities created to their advantage. Knowledge management is one of these tools. In current world, knowledge is important as a key resource for organizational survival, because every day the competition between organizations is added to capture knowledge. The importance of knowledge in business organizations and nonprofit organizations such as insurance companies is obvious (Raeeszadeh & et al, 2016). Now new technologies are causing changes in insurance companies, knowledge management allows to insurance companies that offer better service to customers using these new technologies. In recent years, organizations having integrated customer relationship management and knowledge management attempts to realize the key role of customer relationship management success (Dous & et al, 2005: 169).

Identification of customer value is knowledge management task and is as determination of a wide range of profiles among existing customers. Technology can help to knowledge management that information processing power use the technology effectively and collaboration with customers requires a strong understanding of the exchange of tacit knowledge and anticipating new knowledge. In other words, the goal of knowledge management is converting tacit knowledge to explicit and vice versa and can identify customer needs and offer better (Garrido-Moreno & Padilla-Melendez, 2011).

The importance of customer relationship management in companies has increased due to increasing competition between private and public insurance and the importance of attracting and keeping customers. Customers because multiplier factor, easy access to frequent information and therefore having unprecedented choice, changes have been changed the market dynamics. In today's world, "clients" are considered main source of strength and competitive advantage (Prahalad & Hamel, 1990: 80). In a market where customers are empowered with technology can engage in a dynamic dialogue with builders, organizations are forced to accept the customer as a partner to create value, because now customers from passive spectators become to active actors (Gilaninia & et al, 2013).

Statement of Problem

Currently, knowledge management has become a priority research of the academic community and one of the areas that companies are allocating a greater share of the costs for its implementation (Salmador & Bueno, 2007: 1061). In this environment, company's relationships with market are very important and completely company's marketing strategies have changed to other communication approaches. Customer Relationship Management emphasizes that retaining existing customers by developing long-term relationships to meets their needs is more profitable than attract new customers (Garrido-Moreno & et al, 2011: 437). In addition, in recent years knowledge is considered as very important source of organization and has been created growing attention to this concept (Alavi & Leidner, 2001: 108).

Currently features of a knowledge society or knowledge-based economy are factors such as increasing ability to compete, technological innovation and global nature of the market. In this regard, the company should pay much attention to knowledge when doing their business because knowledge is a key factor for competitive advantage (Garrido-Moreno & et al, 2011: 437). This long-term relationships are largely based on customer knowledge. Customer relationship management systems and knowledge management, improve not only the organization's ability to engage, attract and build personal relationships with customers, but also reinforce their ability to increase knowledge about them (Xu & Walton, 2005: 957).

Knowledge in modern organizations is known the most important factor in competitive advantage and their success. "Knowledge management" enables access to the experience, expertise and knowledge of employees to new features, innovation, and enhance organizational effectiveness. At present, the knowledge-based society and knowledge-based economy has become more important by factors such as increased competition, technological innovation and global nature of the market (Garrido-Moreno & et al, 2011: 437). Nowadays creating wealth of knowledge due to the tremendous technological developments in the world is very important so that in the twenty-first century is expected that knowledge-based economy form in many countries. The communities with national wealth and economic growth are measured in the form of ideas and knowledge of technology and not in form of material and physical resources has emerged and developed one after the other (Roohi & et al, 2016).

In recent years, knowledge is considered as an important organizational source and has focused attention of many researchers and experts. It has become one of the priorities of scientific research and is one of the areas that has allocated large share of the cost for implementation in organizations (Garrido-Moreno & Padilla-Melendez, 2011: 5958-5958).
Knowledge management is to produce knowledge that is created follow the interpretations, distribution and application of knowledge, knowledge retention and refinement (De Jarnet, 1996: 4). So according the content expressed can offered in the following model to examine the impact of knowledge diffusion through customer relationship management on marketing performance.

**Figure (1): Initial analytical models**


According to above model, hypotheses of the study can be written as follows:

2. Knowledge diffusion limited affects intensity of customer relationship management.
Discussion and Conclusion

Knowledge management capability refers to the organization's ability to capture reliable and timely management information and provide goods and services to customers in order to improve response to customer and organizational faster decisions based on real information. As a result, customer relationship management and knowledge management both have a common goal: continuous improvement of processes of providing goods, services, and information to customers. In addition to the creation and dissemination of knowledge is considered as one of the most fundamental processes and strategic which determine learning and organizational innovation. On the other hand, studies indicate that knowledge management has an important role in the success of customer relationship management. Knowledge management are looking receiving, storage, operation and knowledge sharing within the organization and CRM consider to improve customer relationships and concepts such as loyalty. So as a result of synergies resulting from the integration of knowledge management and customer relationship management, organizations will be able to identify the needs of their customers and predict their behavior and therefore will have more attention to continuous operation of innovation and development of new products and services and subsequently will lead to improve organizational performance.

References
