AN OVERVIEW ON THE CUSTOMER RELATIONSHIP MANAGEMENT AND ITS RELATIONSHIP TO QUALITY OF WORK LIFE

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Abstract:

Today, most of the empirical research has been conducted on the quality of working life, implicitly, a new perspective, job satisfaction and related concepts accepted by the profession (Cherose et al. 2006). Although some of the literature on quality of work life and job satisfaction are considered as synonymous, but many experts as management science and industrial psychology believe that the quality of work life and job satisfaction in terms of concept are different. Difference in the quality of work life and job satisfaction is in the fact that job satisfaction is a result of the quality of working life (Sirgy et al, 2001). Dana and Griffin believe that the quality of working life is as pyramid. It involves the concepts of life satisfaction [the center of pyramid], job satisfaction [in the middle], and the satisfaction of other specific aspects such as job satisfaction, wages, colleagues, and Assessors. According to the above, in this study tries the relationship between quality of work life and social customer relationship management in the province are examined.

Keywords: customer relationship management, quality of work life, social security organization, social cohesion

Introduction:

Nowadays, many factors influence the purchasing decision of consumers to purchase products and services that meet or exceed the expectations of it and Special attention should be taken by the employee. An organization is required to adapt to satisfy customers' expectations to help their long-term survival. This problem has today's global brutal competition and has special credibility. Another concepts in today's world in contemporary management has become a major social issue is the meaning of work life quality (Lothans, 1998, p 5). While in the past decades on personal (non-working) was emphasized.

Previous research:

Table 1) Internal Investigations

A. Internal Investigations			
Name of researcher	Years of research	As research	The results
Nazem	2013	the relationship between entrepreneurship and working life quality in higher education	The aim of this study was to determine the relationship between entrepreneurship and quality of work life of employees and quality of work life for employees based on a mathematical model of entrepreneurship. The research population consists of all Islamic Azad University managers.
Soltanzadeh & others	2012	The relationship between quality of work life and job satisfaction among Shiraz university faculty members	This study investigated the relationship between quality of work life and job satisfaction among faculty members of Shiraz and were performed with descriptive correlation method. Data collected included: quality of work life based on the Walton's model questionnaire and job satisfaction questionnaire designed by the researchers, the results of data analysis showed that relationship between quality of work life and job satisfaction has a positive and significant.

Moghimi & others	2013	Relationship between organizational justice and quality of work life of employees of governmental organizations (Case Study of Qom province))	The main objective of this study is to investigate the relationship between organizational justice and employees' quality of work life. This study also relationship between organizational justices' dimensions of distributive justice, procedural justice and interactional justice shall examine with the quality of work life

Nosratpanah & Others	2010	green brands and create sustainable competitive advantage	These results suggest that according to adverse effects caused on the environment by daily activities of businesses creates; the only way to deal with this issue, the problem is green brands that their numbers are growing and organizations for achieving sustained competitive advantage, no choice but to have a more serious form of the field of marketing research population of Qom are all employees of public organizations.
Asgari & Others	2009	investigate the relationship between quality of work life and productivity of the workforce	This study investigated the relationship between quality of work life and productivity in the human resources is one of the oil companies.

Goodarzvand chegini & Mirdoozandeh	2011	investigate the relationship between application components of a learning organization and quality of work life of university faculty members	The main objective of this study was to investigate the relationship between the application components of a learning organization (personal qualities, mental models, shared vision, team learning and systems thinking) and the quality of work life of faculty members of Islamic Azad University West province respectively.
Hoseini & 0thers	2012	Relationship between quality of work life and job satisfaction of private hospitals in Rasht	The aim of this study was to examine the relationship between quality of work life and job satisfaction of employees with regard to their education in the governmental hospitals of Rasht. 8 investigate the relationship between quality of work life and organizational citizenship behavior in the Gas Company of Fars province: The research results indicate a positive impact on the attitude of green branding. Furthermore, it was found that the developments of green strategies have led to a better understanding of green brand and puts his support for green marketing approach. This study also provides emotional benefits of brand managers are also emphasized.

The term quality of working life:

In recent years there has been widespread. But there is little agreement about the meaning of this term; however, we can say that there are at least two common uses:

The first set of results refers to the quality of work life for employees, such as job satisfaction, growth opportunities, psychological problems, job security, human relations, employers, employees, and the low rates of accident.

Second, the quality of working life as well as a set of tasks or organizational functions such as participatory management, job enrichment, and safe working conditions is indicated.

In this relationship between quality of work life of customer and relationship management programs: relationship management with Customer is operational encompasses all activities related to immediate customers such as companies and so on.

Each of Customer Relationship Management functionality is implemented in one of the three below organizational process: Sales, marketing and services.

1-2 courses of Customer relations:

1. early stage: At this stage, there is a clear sense of customer relations. In this period, the client has been producing the same goods.

2 .stages of production Known for customer: At this stage, though the firm does not use his produced product or service (but also sells it), But he will see his customers in their sales place, or at least directly has relation.

3. stages of production for an unknown customer: In this period, the goods and services produced or generated and supplied to the market have been enough and supply and demand has reached to dynamics balance.

4. stage race for customer satisfaction: Prior to this stage striving to maintain market share typically and generally would limited to decision making and behavior within firms based on approaches focus (against to customers); But under the new conditions, the effectiveness of the previous lost their approaches and ability to survive the firm.

1-2-1 Survival constitution:

According to the customer: the importance of customer not only by firm management, but also by all those who are involved in producing and delivering a product (The entire staff) understand and carry out responsibilities as the first condition to be recognized.

2-2-1 value creation: For each customer, turning to a particular good or service means to get to work and provide specific demands.

The advantages of having relation with costumer:

Consider relationship management with customer can provide numerous benefits to organizations that some of them are noted:

1 - retain their current customers and encourage again purchases.

2 - On the other side, with the arrival of information technology to communication with customers is done in less time and with greater speed That The end result is an increase in the competitive strength of today's turbulent environment.

3 - Another advantage is that the customer relationship management by collecting customer information in a database provides possibility of the customers' classification According to guidelines and criteria, that it can achieve the goal of customer relationship management ((eliminating, reducing and non-urge non-profitable customers)) to facilitate.

Conclusions:

Overall efficiency and effectiveness of the organization depends to how significant and effective management and proper utilization of human resources. So managers have the knowledge and insight necessary to confront and solve problems with causes are complex and sensitive. Work should be seen as a valuable and better and standards work from employees is considered as excellence in their organizations. Should be given identity to civil service and position and degree of government employees should improve and prefer and only is in this way that can expect employees to present good service. Actually relationship management with customer in the advanced mood is lead to create personalize, in other word for each customer according to personality and preferences present service. Organizations for more success, instead of earning the total marketing share should more focus on attracting and keeping of share of each customer and keeping one customer is more profitable than gaining new customer.

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