CUSTOMER RELATIONSHIP MANAGEMENT AND ITS RELATIONSHIP TO QUALITY OF WORK LIFE IN THE SOCIAL ORGANIZATION OF GUILAN

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Abstract:
Due to the challenging competitive environment of higher customer satisfaction and building more loyalty, Resembles that Company and organizations are resorting to new marketing strategies to attract more and more of their customers. One of the strategies to achieve this goal is the strategy of relationship marketing and customer relationship management. Quality of work life and its relation to customer relationship management is studied in this paper. Due to this point quality of working life and the value system of customer relationship management as critical variables to be considered in the study of strategic management, the main research question is that the quality of work life what relationship has with customer relationship management in the Guilan province's social security? According to limitation and knows the number of society people, the sample volume that used in this research was done by helping the Morgan table. The amount according to the branches of social security Guilan province is equal to 254. Inferential statistical results showed that all independent variables have a positive relationship with customer relationship management.

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

Introduction:  
Companies have found that keeping existing customers is more profitable than attracting new customers. Keeping old customers is from 4 to 6 times less expensive than creating new customers. Loyal customers do not have only sensitivity on price but also acts as an advocate and supporter of the organization and therefore also help to attract new customers in the organization. Against many companies in the past and focus on improving relations with suppliers and partners in the supply chain are eagerly interested in creating bonds and deeply loyalties with their end customers. The facts that in past, companies do not care much about customers can have different reasons that some of them are as follows: Presumably, consumers were faced with limited sellers or the all sellers in terms of providing services weren't in very good condition, Or the market growth was so fast and company would not worry too much for development of its market value on customer satisfaction. It is clear that situation is changing now (Cutler, 1384, p 84). Due to the development of among competitive environment, the challenge of creating customer satisfaction and loyalty evokes (Honarparvar and Shariat Panahi, 1385, p 4). Another contemporary management concept that in today's world has become a major social issue is the quality concept of work life (Lothans, 1998 : 5).
While in the past decades was emphasized on personal (non-working). Backing the theory of working life quality is in search of a new system to help staff so they can make Balance between work life and personal life. Edgar and Boudin knows the quality of work life as the real situation in the organization And believes that the quality of work life particularly shows the attitude and sense of employees from their work (Edgar and Boudin, 2003, p 106) and includes on a wide aspect of work environment that effect on learning and the health of employee (Cole & et al, 2005, p 5). According to the above contents in this study is tried to examine the quality of work life and relationship management social customer in the province.

Statement of the problem:
In recent years there has been a common term quality of working life. But there is little agreement about the meaning of this term; however, we can say that there are at least two common uses: first the quality of work life indicates to a set of results for employee such as job satisfaction, growth opportunity, Psychological Problems, job safety, the humanity relationship of employer, employee and the low rate of events. Second, the quality of working life also indicates to a set of tasks or organizational functions such as participatory management, job enrichment, and safe working conditions. In this category the work life quality programs may be considered as the categories of humanity base management includes the performance of work life quality, the improvement of work life quality improvement, and the improvement of efficiency and Organizational efficiency (Roodaki, 1382). However, in the last decades on work life only was in searching of new systems for helping to new employee that they could make balance between work life and Their personal lives (Akdere, 2006).the work life quality programs includes any improvement in organizational culture that caused growth and Staff Excellence in organization (Filippo, 1998). Therefore, the value system of work life quality investing on people is regarded as the most important variable in the strategic management equation (Shareef, 1990). The study foundations shows that the components of these programs causes the reduction of employees complaint, the reduction of the absence from the work, the reduction in the amount of disciplinal provisions performance, the multiplication of their association in the suggestion systems of programs (Gordon, 1993). On the other side, it leads to make the staff’s requirement for improvement and long term efficiency of organization (Shareef, 1990). Actually the quality of work life is an indication of a kind of organizational culture or the method of management that the employee based on it feels acquisition, responsibility and self-esteem. The subject work life quality and its relationship with relation management with customer are studied in this research. The relation management with customer predicate to all processes that the organization use for recognition, choose, abet, development, protection and service to customer (Heidary and Akhavan, 1388).

The relation management with customer is a strategy that use for getting more monition about requirements and behavior of customers for more relationship with them. Good relationship with customer is the code of success in processes of organization. A part of strategy of an organization is for recognizing the customer, reconciling them and changing them to constant customer. Also CRM simplification is in establishment of customer relation with organization, without limiting the time, location and nationality in a way that customer feels that is in contact with organization, that knows him and resolve his requirement quickly and with simplest way of relationship (Heidary and Akhavan, 1388).

So discovering the effective factors and connected with relation management with customer has lots of importance. According to the above study and pay attention to this point that the value system of work life quality and the relationship management with customer is considered as the important variable in study of category management.
Research hypotheses: with regard to the objectives set for the research hypothesis can be expressed as follows:

The main hypothesis: there is a relationship between the relationship management with customer and work life quality in the social organization of Guilan province.

The additional hypothesis of research includes:

Hypothesis 1 - there is relationship between the relation management with customer and proper and enough payment in the social organization of Guilan province.

Hypothesis 2 - there is relationship between the relation management with customer and the safe work condition in the social organization of Guilan province.

Hypothesis 3 - there is relationship between the relation management with customer and creating opportunity for growth in the social organization of Guilan province.

Hypothesis 4 - there is relationship between the relation management with customer and the possibility of developing personal abilities for employees in the social organization of Guilan province.

Hypothesis 5 - there is relationship between the relation management with customer and the legislation in organization in the social organization of Guilan province.

Hypothesis 6 - there is relationship between the relation management with customer and the social organization of solidarity in the social organization of Guilan province.

Hypothesis 7 - there is relationship between the relation management with customer and the personal pension in organization in the social organization of Guilan province.

Hypothesis 8 - there is relationship between the relation management with customer and the total life of employee in the social organization of Guilan province.

The research method:
due to the researcher knows about the way of population distribution of research statistic society people and has the availability to all possible people of society, so in this research used from the accidental sampling method. According to limitation and knows the number of society people, the sample volume that used in this research was done by helping the Morgan table. In this research for collecting data and the information was used the checked the documents and the tools that researcher made them. In this research, is used from the comparison and illative analyze method. The undone derivation information from the questionnaire by using the SPSS software and appropriateness of sample used from the descriptive and illative statistic and data is analyzed.

Table 1) summarizes the results of the research hypotheses

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Description</th>
<th>The estimated standard</th>
<th>T-statistics</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hypothesis 1 - there is relationship between the relation management with customer and proper and enough payment in the social organization of Guilan province.</td>
<td>1.675</td>
<td>22.944</td>
<td>Confirmation</td>
</tr>
<tr>
<td>2</td>
<td>Hypothesis 2 - there is relationship between the relation management with</td>
<td>1.395</td>
<td>20.467</td>
<td>Confirmation</td>
</tr>
<tr>
<td>Hypothesis</td>
<td>Description</td>
<td>t-value</td>
<td>df</td>
<td>p-value</td>
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<td>------------</td>
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</tr>
<tr>
<td>3</td>
<td>Hypothesis 3 - there is relationship between the relation management with customer and creating opportunity for growth in the social organization of Guilan province.</td>
<td>1.646</td>
<td>39.265</td>
<td>Confirmation</td>
</tr>
<tr>
<td>4</td>
<td>Hypothesis 4 - there is relationship between the relation management with customer and the possibility of developing personal abilities for employees in the social organization of Guilan province.</td>
<td>1.528</td>
<td>22.037</td>
<td>Confirmation</td>
</tr>
<tr>
<td>5</td>
<td>Hypothesis 5 - there is relationship between the relation management with customer and the legislation in organization in the social organization of Guilan province.</td>
<td>1.675</td>
<td>22.944</td>
<td>Confirmation</td>
</tr>
<tr>
<td>6</td>
<td>Hypothesis 6 - there is relationship between the relation management with customer and the social organization of solidarity in the social organization of Guilan province.</td>
<td>1.395</td>
<td>20.467</td>
<td>Confirmation</td>
</tr>
<tr>
<td>7</td>
<td>Hypothesis 7 - there is relationship between the relation management with customer and the personal pension in organization in the social organization of Guilan province.</td>
<td>1.646</td>
<td>39.265</td>
<td>Confirmation</td>
</tr>
<tr>
<td>8</td>
<td>Hypothesis 8 - there is relationship between the relation management with customer and the total life of employee in the social organization of Guilan province.</td>
<td>1.528</td>
<td>22.037</td>
<td>Confirmation</td>
</tr>
</tbody>
</table>
Data Analysis

1-1-1) results of first hypothesis: there is relationship between the relation management with customer and the possibility of developing personal abilities for employees in the social organization of Guilan province. According to the probability amount from less that 0.05 means $p-value = 0.01 < \alpha = 0.05$ presumption zero is rejected and the opposite presumption is accepted.

1-1-2) the results of the second hypothesis: there is relationship between the relation management with customer and the safe work condition in the social organization of Guilan province.

According to the probability amount from less that 0.05 means $p-value = 0.01 < \alpha = 0.05$ presumption zero is rejected and the opposite presumption is accepted.

1-1-3) the results of the third hypothesis: there is relationship between the relation management with customer and creating opportunity for growth in the social organization of Guilan province.

According to the probability amount from less that 0.05 means $p-value = 0.01 < \alpha = 0.05$ presumption zero is rejected and the opposite presumption is accepted.

1-1-4) the results of the fourth hypothesis: there is relationship between the relation management with customer and the possibility of developing personal abilities for employees in the social organization of Guilan province.

According to the probability amount from less that 0.05 means $p-value = 0.01 < \alpha = 0.05$ presumption zero is rejected and the opposite presumption is accepted.

1-1-5) the results of the fifth hypothesis: there is relationship between the relation management with customer and the legislation in organization in the social organization of Guilan province.

According to the probability amount from less that 0.05 means $p-value = 0.01 < \alpha = 0.05$ presumption zero is rejected and the opposite presumption is accepted.

1-1-6) results of sixth hypothesis: there is relationship between the relation management with customer and the social organization of solidarity in the social organization of Guilan province.

According to the probability amount from less that 0.05 means $p-value = 0.01 < \alpha = 0.05$ presumption zero is rejected and the opposite presumption is accepted.

1-1-7) results of seventh hypothesis: there is relationship between the relation management with customer and the personal pension in organization in the social organization of Guilan province.

According to the probability amount from less that 0.05 means $p-value = 0.01 < \alpha = 0.05$ presumption zero is rejected and the opposite presumption is accepted.

1-1-8) results of eighth hypothesis: there is relationship between the relation management with customer and the total life of employee in the social organization of Guilan province.

According to the probability amount from less that 0.05 means $p-value = 0.01 < \alpha = 0.05$ presumption zero is rejected and the opposite presumption is accepted.
Conclusions:
customer relationship management is a strategy that its used for to get learn more about customer behavior to communicate more with its. so organizations for succes instead obtain overall market share should focus be more to attract and protection of each custome share. also it should be noted that have preservation a customer more profit than of obtain new customer. customer relationship management an organization enables to its products organization. infact success mystery in organization processes is good relationship with customer. and also performance each organization more depends to management and correct application human resources. thus managers should equipped to enough knowledge for solve the problems.

References:
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