

Optimizing the Management Performance and its Impact on Customers Retention

¹Shahram gilania, ²Ali gholipour solaymani

^{1,2}Department of industrial management, Islamic Azad University, Rasht, Iran.

Abstract: Although the late twentieth century enterprise customers maintain business marketing major issues to be considered, but a lot of research on the management Influence functions retain customers has been done. In this study, "keeping customers" Dependent variable and management tasks, including "Program Planning ", " budget ", answer" and "pursuing complaints customers enterprise" as variables explanatory studies are. the correlation And barriers making of the 150 firms small Gilan (Iran), the results indicate that only the variable "track complaints enterprise customers are, "And significant positive relationship with the variable" keeping customers ".

Key words: optimization, keeping customers, track customer complaints

INTRODUCTION

Client companies are considered assets. Although asset protection is a sign of good management, but it should be noted that assets such as buildings, does not create or Storehouse benefit, but customers who purchase participating products, generate profits drawn. marketing based on relationship, the customer to see a property looks And keep database client pays. (Abdolvand, 2007 customers as organizations with life cycle are, it can be managed. clients attract and maintain appropriate, they are The value can be derived from them increase over time. (Gordon, 2003)

Some researchers marketing to discover relationships between the functions of managing customer value stock deal, which of course requires review deeper is Gupta received a one percent increase in keeping customers, almost five times more impact on corporate value in comparison with a Percentage rate interest Or costs funding is. (Doyle, 2000; Pyane et al, 2001; Gupta,2004) Since the subject maintain customer marketing literature subset is considered, the guidelines regarding the impact of many management functions Defines How can lead to higher levels of customer is maintained. (Desouza, 2003) This paper examines the impact of management tasks in maintaining enterprise customers deals.

2- Research Literature Review:

Unfortunately, rather than classical marketing theory to the current Stating retain customers, attract new customers art's was and emphasized it focused more on the transaction to build relationships with customers. Today, most companies on And emphasized current maintenance customers are aware. Based on research of reducing 5 percent of the "rate of losing customers," companies can be anything between 25 to 85 percent of their interests to improve. (Abdolvand, 2007) believe Cutler marketing based on relationship involves creating, maintaining And strengthen strong relationships with customers and other interest groups. The aim is for long term values to be provided to the client companies based on customer satisfaction and success a long terms be measured. (Kotler,2000,870) Relationship more industry-based marketing (Hakansson, 1982; FOrd, 1997) and services (Berry, 1983; Gronroos, 1997) Is evident. But research by Nickel Kuyylo colleagues show that in all types Relationship Dimensions Marketing based firms are used. (Coviello, 2002, 42) in their investigation into the five figure Of Marketing point out that one of bad Marketing interactive that Companies industrial, service and marketing consumer More applications compared with B2B there. (Ibid) other research Show are a marketing-based relationship in all Circles business including B2B, And producers And provide B2C service is common.

3- Introducing variables:

Retain customers According to the definition Kotler in marketing based in relationship after Customer Relationship maintain communication and its Important step considered by attracting a new customer rubber keep a customer is old and satisfaction (Stewart ,2000,78-182)

Corresponding Author: Shahram gilania, Department of industrial management, Islamic Azad University, Rasht, Iran.
Tel:+989113356977
E-mail: gilani_sh45@yahoo.com

Although maintaining client among company and industry differently runs Is but what is among all firms thus preserving the customer is shared economic benefits many that portion business is. (Dawkins & Reicheld, 1990; Reicheld, 1996; Buttle, 2004) a buyer during the period Customer lifetime being, size is Purchase your Increase and Frequency of their visits Is dealer lot about each other that much Learn, concurrent maintenance costs and maintain appropriate relationship for both customer and suppliers visitors is reduced. In addition, customers may keep prices higher pay In comparison New customers and tendency less discount offered customers compared their new show. All these conditions increase the value of the current value during the period of customer life benefits that companies lose nothing if your customers can bring be obtained from this.

Some of the tasks that administrators can Maintaining customer satisfaction measures related Be included Process Measurement customer planning process for maintaining customer Process reliability quality and process of track customer complaints. In the present study only task of planning to maintain both customer and functions track customer complaints are studied.

1 - Planning to keep the customer: very little research about and content development programs to keep customers there. (Desouza, 2003) Another key point is the budget issue, a lot of time energy and resources Much time and energy business customers are new customers spend research shows gives "more than 80 Percent of budget marketing for new markets often are spent. (Weinstein, 2002,260) On this basis, our research The hypothesis that Will be discussed later expected companies have a program to keep customers, specific budget allocated for this purpose Or enforcement have chosen a specific client to keep management And consequences maintain client companies in this category better than any of the companies Be these activities are not done.

2 - track customer complaints: two reasons for choosing this task There will be: 1 - studies show that if the track customer complaints to be done well, can be positive influence To keep customers, customers who are protesting to get a good response Greater risk is satisfaction group of concerned business customers Are working. And complaints far have announced their concern. (Kotler, 2007) 2 - There are international standards track customer complaints. International Organization Standardization (ISO) is a new standard ISO10002 documented guide for the design and execution of effective follow-up process has provided the protests. The standard claim that track customer complaints caused when customers are loyal and maintain appropriate. (Ang & Buttle, 2005)

Research hypotheses:

According to the two task "plan to keep the customer" and "track customer complaints" were designed under the hypothesis that the three hypotheses based on the first traditional management tasks have been developed:

- 1 - Companies that are compiled program to keep customers in Are superior retain customers.
- 2 - Companies that maintain client funds allocated for activities Maintain customer Are superior customers.
- 3 - Companies that groups or person as responsible for maintaining customer are handled in Are superior retain customers.
- 4 - Companies that process are documented to track customer complaints in Are superior retain customers.

5-Methodology:

Community survey limited to the range of certain not and involved enterprises manufacturing services and industrial were. Sample Random Volume 150 Of firms Guilan (Iran) was elected. For gathering information Of questionnaires we used. Most questions to measure the independent variables with the nature of the nominal And requires answers "yes", "No" or "I do not know" were. measure dependent Variables first executive agencies was asked "in 10 months what number of customers by your company maintain and Expectations they have been satisfied?" variable with a questionnaire fifth option was determined. for Analysis of data processing software SPSS statistical techniques direction descriptive statistics we have and collection Kendall correlation coefficients. if (kendal Tayvbyn) variable "keeping customers" were significant independent and Variables, K2 tests also Confirmation their relationship was.

6 - Statistical Analysis:

Hypothesis test correlation analysis is summarized in Table (1) is shown.

Table 1: Summary of correlation coefficients test hypothesis

K2	p	UNACEPT /UNACEPT	correlation coefficients	Tests Hypothesis
-	p>0.05	UNACEPT	0.05	FIRST
-	p>0.05	UNACEPT	0.24	SECOND
-	p>0.05	UNACEPT	0.1	Third
12.3	P<0.01	ACEPT	0.25	Forth

Hypothesis test:

First Hypothesis: Companies that plan to keep customer credit Are superior retain customers. No significant correlations between variables having the customer keep program" and "increasing customer expectations, maintaining a" no. $R = 0.05$, because the exact error was more than five Drs. Thus the first hypothesis was Not confirmed. Second hypothesis: Companies that maintain client funds allocated for activities are in keeping Are superior customers. Strongly positive correlation $r = 0.24$, but was statistically meaningless, so the second hypothesis was not confirmed.

Third Hypothesis: Companies that person joins or groups appointed as responsible for maintaining customer have in keeping Are superior customers.

Based on the correlations between variables $r = -0.1$ "set group individual maintain customer" and "increasing customer expectations by maintaining" the meaningless third hypothesis was not confirmed.

Fourth hypothesis: companies that process documented to track customer complaints to maintain customer are superior.

Fairly strong relationship, $r = 0.25$ between positive and significant variable "There process written track customer complaints" and variable "increasing customer expectations by maintaining" exist.

Table (2) binary matrix of correlation coefficients between variables shows.

Increasing customer expectations by maintaining the process of having a rogram written track customer complaints keep putting the person or group of customers to maintain customer funding Increasing customer expectations by maintaining

Table 2: binary matrix of correlation coefficients between variables

Budget allocation	Person assignment	Plan for customer retention	Process of customer compliant	Increasing the customer satisfaction	
			1	0.25	Increasing the customer expectation
		1	0.18	0.05	Process of customer compliant
	1	0.22	0.15	-0.01	Plan for customer retentio
1	0.02	-	-0.19	0.24	Person assignment
					Budget allocation

Conclusions:

1-Research findings show that customer excellence in keeping with the "customer complaints follow a documented process" is a strong relationship.

2-Traditional management functions such as planning, budgeting and Assignment responsibilities (accountability) in order to retain customers with excellence in customer relationship is maintained.

3 - but not much because of the importance of keeping customers there a documented process, to track customer complaints was surprised, because the pursuit of effective customer complaint can be Has contributed to the interest, when a customer makes a complaint, an opportunity to free agency appears that it can resolve to maintain current customer business company and future help.

4 - If the other customer complaints properly follow the process to be designed to allow management by collecting relevant data gathered during the time of complaint, to identify issues and systematic duplicate original sets, although products resulting from these issues, people, processes, or every is something else.

5 - most important in the management of the study, Emphasis on create a codified process to track customer complaints are. Because the company can identify issues concerning And related actions customers will be.

6 - In addition, this study showed that some of the most common administrative tasks such as program budget having been held accountable and Assignment person or group, follow-up compared with customer objections are quite irrelevant.

REFERENCES

Ang, Lawrence and Buttle, Francis, 2006. "Customer retention anagement process", European Journal of marketing, 40(1/2): 83-99.

Abdolvand, A., 2007. "Relationship marketing", Hand Book, p: 3.

Berry, L.L., 1983. "Relationship marketing", in Berry, LL, Shostack, GLand Upah, GD, Emerging Perspectives on Services Marketing Association, Chicago, IL, pp: 25-8

Buttle, F., 2004. Customer Relationship management: Concepts and Tools, Elsevier, Oxford.

Coviello, N., R.J. EBrodie, p.J. Danaher and W.J. Johnson, 2002. "How firms relate their markets: an empirical examination of contemporary marketing practices", Journal of Marketing, 66(3): 33-46.

- Dawkins, P.M. and F.F. Reichheld, 1990. "Customer retention as a competitive weapon", *Directors and Board*, 14: 42-7.
- DeSouza, G., 2003. "Designing a customer retention plan", *Journal of Business Strategy*, 13(2): 24-8.
- Doyle, P., 2002. *Value-based Marketing: Marketing Strategies for Corporate Growth and Shareholder Value*, John Wiley, Chchester.
- Gordon, I., 2003. *Relationship Marketing*, John Wiley, Etobicoke.
- Gupta, S., D.R.Lehmann and J.A. Stuart, 2004. "Valuing customers", *Journal of Marketing Research*, 41(1): 7-19.
- Hakansson, H., 1982. *International Marketing and Purchasing of Industrial Goods: An Interaction Approach*, Wiley, New York, NY.
- Kotler, p., 2003. *Marketing Management*, 11th ed., Prentice-Hall, Englewood Cliffs.NJ.
- Payne, A., S. Holt and p. Forow, 2001. Relationship Value management: exploring the integration of employee, customer and shareholder value and enterprise performance models ", *Journal of Marketing Management*, 177(7 / 8): 785-817.
- Reichheld, F.F., 1996. *The Loyalty Effect: The Hidden Force behind Growth, profits and Lasting Value*, Harvard Business School Press, Boston, MA.
- Stewart, Thomas A., 2000. "After all you've Done for your customer, why Are they still no happy?" *Fortune*, December11, pp: 178-182.
- Weinstein, A., 2002. "Customer retention: a usage segmentation and customer value approach", *Journal of Targeting, Measurement and Analysis for Marketing*, 10(3): 259-68.