

## **ABSTRACT**

### **Effect of Customer Relationship Management on Customers Loyalty of Palestinian Cellular Communications Company - JAWWAL - in West Bank**

Prepared by:

**SHIREEN ABDUL .H. TAMIMI**

Supervised by:

**Dr. YOUSEF ABU FARH**

The objective of this study is to explore the impact of Customer Relationship Management (CRM) on Loyalty of JAWWAL Users on West Bank- Palestine. Also the focus of this study to investigate how far JAWWAL employees adopting CRM variables among their performance with customers. The final point of this study is to determine the loyalty indicators among customers. This study built conceptual model describing the primary variables associated with customers loyalty in CRM context. The framework constructed nine variables:(1) collecting customers data and information (2) customers information privacy (3)technology (4) managerial process (5)

Individuals (6) marketing (7) sales (8)customer care (9) services support.

This study was developing two questionnaires, First one conducted for JAWWAL employees the target respondent was 75 employees at the front office departments , the questionnaire designed to analyze employees perception and adoption of CRM components and functions at their performance.

The second target respondent was 1000 of JAWWALcustomers to measure the degree of loyalty and determine loyalty indicators . The **spss** statistical program was used to analyze all collected data.

The result showed strong relationship among above nine CRM variables with loyalty degree of JAWWALcustomers, as well as employees highly perceive and adopt CRM components and functions in their job this will directly affect customer loyalty toward JAWWAL company.

This study results suggest JAWWAL company to design its strategies guided by customers satisfaction, also we suggest JAWWAL to reinforce its data collecting process since CRM strategy is built on customers information database,also increasing switching cost by promoting relational communication programs will gain continues commitment from the profitable customers .