



**Sudan University of Science &
Technology
College of Graduate Studies**

Role of Customer Relationship in Marketing Performance

A Study on Sudanese insurance companies in Khartoum state

دور علاقات العملاء في الأداء التسويقي

دراسة في قطاع شركات التأمين – ولاية الخرطوم

**Thesis submitted in fulfillment of the requirements for the degree of
doctorate of philosophy in business administration**

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By

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Dedication

I dedicate this research thesis to my wife, my parents, my brothers and sisters, and my sons, for their help and support.

Acknowledgement

I am using this opportunity to express my gratitude first to God for his support.

To Sudan University of Science and Technology

To Prof. Mohamed Hassan Hafiz my supervisor, for valuable guidance, time and inputs into this thesis and for doing everything possible to bring the research up to the best level, and to my Co-Supervisor Dr: Abd El hafizes Ali Hasaballah for his help.

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Abstract

Successful modern companies are those which seek to accomplish to a principal objective; that is the achievement of customers loyalty.

The achievement of this objective depends on the role of the companies customers' relations in from the perspective of the marketing performance relations, and on building mediatory relation leading to the attainment of the maximum degree of satisfaction and trust to meet these needs; hence, it can be said that the basic pillar upon which the customers' relations are based on the an interval of relation that fix this pillar of the field of its work and in working in accordance with the customers expectation and opinion and rather than pursuing the company's belief.

This research aims at investigating the customers' relations with in the framework of the performance of the marketing relations, and the relation between customers' relations and the mediate relation (satisfaction and trust), and the impact of the relation quality on the marketing performance.

A questionnaire for the data collection was adopted which consisted of (275) customers form the insurance companies in Khartoum which resulted in a response rate of 91.6%, in addition to the use of several statistical tools; [sample reliability test correlation analysis, assumption of the multiple regression for the goodness of the measurements and mutual relations..

This research consists of three chapters in addition to an introduction and a conclusion.

Chapter one reviews the study literature, while the second chapter focuses on the case study and chapter three includes the methodology, the statistical techniques which were used for the data analysis and to test the hypotheses of the study.

The following are among the main hypotheses of the study are:

- 1- There is a degree of correlation of statistical significance between the customers' relations and the performance of the marketing relations.
- 2- There is a degree of a correlation of statistical significance between customers' relations and the quality of the relation.
- 3- The quality of the relations impact the performance of the marketing relations.

The main: findings of the study are:

- 1- Communications, knowledge and technology achieve the highest degrees in customers attraction.
- 2- Insurance companies desire to attract customers and build loyalty through reliance on trust and satisfaction in the provided service.
- 3- The impact of the negative and positive treatment of conflict does not depend on the nature of the conflict, but on the manner of how the company handles its treatment.

Among the main recommendations are:

- 1- Managers should invest the resources for the improvement of the weak relations and strengthening the relationship quality (trust and satisfaction).
- 2- Managers should establish and build through the reliance of communications, knowledge and use of technology.
- 3- Managers should determine the most important factor of the insurance services which will retain the customers and induce them resuming frequent purchase.

مستخلص

تتميز الشركات المعاصرة الناجحة بأنها تعمل من اجل تحقيق هدف رئيسي ألا وهو إكتساب العملاء والمحافظة عليهم.

أن تحقيق هذا الهدف يتوقف علي دور علاقات العملاء بالشركات في العمل من منظور أداء العلاقات التسويقية، وعليه بناء علاقات توسطة تؤدي إلي تحقيق أقصى درجة من الرضا والثقة لإشباع تلك الحاجات، ومن ثم يمكن القول أن الركيزة الأساسية التي تقوم عليها علاقات العملاء في وجود فترة علاقة تربط هذه الركيزة بغض النظر عن مجال عملها وبالعامل وفق ما يراه الزبون وليس بناء علي ما تعتقد الشركة.

يهدف هذا البحث للتعرف علي علاقات العملاء في أداء العلاقات التسويقية والعلاقة بين علاقات العملاء والعلاقة التوسطة (الرضا والثقة) وتأثير جودة العلاقة علي أداء العلاقات التسويقية.

تم استخدام استبيان لجمع البيانات من عينة تتكون من 275 عميل بشركات التامين بولاية الخرطوم ونتج عنه معدل استجابة بلغ 91.6% وقد تم استخدام العديد من الأدوات الإحصائية ، اختبار مصداقية العينة- تحرير الارتباط ،افتراض الانحدار المتعدد لسلامة المقاييس والعلاقات المتبادلة.

يتكون البحث من ثلاثة فصول بالإضافة لمقدمة وخاتمة.

الفصل الأول يستعرض أدبيات الدراسة ، الفصل الثاني دراسة الحالة ، الفصل الثالث النموذج والمنهجية والأساليب الإحصائية المستخدمة لتحليل البيانات واختبار فرضيات الدراسة .

أهم فرضيات الدراسة :-

- 1- هنالك درجة علاقة إرتباطية ذات دلالة إحصائية بين علاقات العملاء وأداء العلاقات التسويقية.
- 2- هناك درجة علاقة إرتباطية ذات دلالة إحصائية بين علاقة العملاء وجودة العلاقة.
- 3- تؤثر جودة العلاقة علي أداء العلاقات التسويقية .

أهم نتائج الدراسة :-

- 1- الاتصالات والمعرفة والتكنولوجيا هي التي تحقق اكتساب العملاء.
- 2- ترغب شركات التامين في إعادة وبناء ولاء الزبون بالاعتماد علي الثقة والرضا من الخدمة المقدمة.
- 3- لا يعتمد تأثير إيجابية وسلبية معالجة النزاعات علي طبيعة النزاع ولكن علي كيفية تعامل الشركة علي معالجته.

أهم التوصيات :-

- 1- علي المديرين إستثمار الموارد لتحسين إنخفاض العلاقة من علاقات العملاء وجودة العلاقة (الرضا والثقة) وتقويتها.
- 2- علي المديرين تأسيس وبناء جودة العلاقة وذلك بالاعتماد علي الاتصالات والمعرفة واستخدام التكنولوجيا الممتازة.
- 3- علي المديرين تحديد أهم عامل من خدمات التأمين يعيد الزبون يجعله يعاود تكرار الشراء.

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