

## **1-1 Introduction:**

With rapid growth of the Internet and the globalization of the market, most enterprises are trying to attract and win customers in the highly competitive electronic market.

In order to survive in the increasingly competitive environment the companies are looking for cost reduction and more efficient ways of delivering their services ,development of technology has facilitated the delivery of services and widened the portfolio of electronic channels ,such as E-mail, SMS, Call Centers ,Live Chat and Social Networks.

Electronic service (E-service) is becoming increasingly important not only in determining the success or failure of Electronic commerce (E-commerce), but also in attracting customers and providing more a convenient service channel with interactive information flow between the customers and service providers, so companies that providing E-services to customers its aimed to delivering high value to customer, building customer loyalty, encouraging repeated purchases, and maintaining long term relationships with customers.

## **1-2 Problem Statement:**

deliver products to the customer anywhere and anytime is essential problem that may faced the companies and due to Recent developments in the internet and Information Communication Technology (ICT) there are many different way can be used to deliver service to the customer which we called the electronic channels such as E-Mail, SMS, Call Centers, Live Chat and Social Networks all this channels may use to help the companies

to be more interact with their customer, these channels have Unclear impact on business process and as result of this there is no clear scheme to use it, so often we find that the inclusion in the institutions is not encouraging.

This study aims to examine the effect of using these channels on the marketing process.

### **1-3 Research Questions:**

- 1- Does usage of electronic channels enhances the marketing efficiency?
- 2- Does usage of electronic channels enhance customer relationship?
- 3- Does usage of electronic channels can affect in communication cost?

### **1-4 Research Objectives:**

Given the problems presented above, the goal of this study is to check does usage of electronic channels in marketing process can:

- 1- Increase the marketing efficiency.
- 2- Reduce the communication cost.
- 3- Provide real time connection with the customer.
- 4- Keep customers satisfaction.

### **1-5 Research Scope:**

The main area of this research will cover use electronic channels such as E-Mail, SMS, Call Center and Social networks in the marketing process and how to get advantages by using them in the marketing process.

### **1-6 Expected Contribution:**

The goal of this study is to understanding the role and impact of using electronic channels in the marketing process.

### **1-7 Methodology:**

All the above mentioned goals are hypotheses relative to the lower cost of electronic media and their proliferation, in this work I will trying to provable this hypotheses by using a questionnaire to be distributed to categories of customers as well as the number of enterprises using electronic methods to attempt to prove these hypotheses.