

Effect of Knowledge Management on Success of Customer Relationship: A Descriptive Study on VIVA Telecom Industry

Antoinette Helga Sylvester¹, Benith Sahayam¹, Ignatious Binusha¹

¹Lecture in Management Studies, IVDL, DMI-St. Eugene University, Lusaka, Zambia.

Abstract

The promotion of new clients makes ready for the developing interest of clients towards the association; in this manner information has become basic hotspot for the assistance of association's upper hand. It's an enrapturing choice as it makes ready for the upper hand. The rotate of clients and giving them accurately what they need involves that association to discover strategies to acquire a predominant comprehension of needs and needs of their clients. This escort numerous business associations and firms to change the rotate from items the board to client the board. The client relationship the executive's usage had generally vital relationship with the goal, monetary and perceptual execution of the association or organization. They propounded files of procedure arranged to assess the adequacy of the subject in different separate phases of end, start and initiation. The location specified information the board along wellsprings of information has momentous and sober minded impact on different parts of client relationship the executives implies fulfillment of clients, unwaveringness of client, to hypnotize client and client communication. In light of the perception most viability of information the executives was on the fulfillment level of client and certain factors, for example, fascination, cooperation and devotion with the end clients. Along these lines, this proposition agrees the way toward creating client relationship by methods for compelling information the executives. Examination results bunch that information the board has significant and down to business consequences for the relationship of client the executives along various factors, for example, client mindful, putting reasonable information and obtaining.

Keywords: Knowledge Management, Customer Relationship Management, Technological Change, Organisation Variable, VIVA Bahrain and Customer Flow.

Introduction

In this current investigation, the impact of information the executives on accomplishment of client relationship has been diagrammed. Information the board over client relationship is

presently expressed significant in the composed archives, for example, magazines and website pages. It additionally stands out enough to be noticed in specific projects, establishments and spots which show its unremarkable advancement of thoughts among the individuals towards the turn of events.

Information the executives on client relationship the executives has been portrayed and distinguished as the headway which addresses the issue of the present without doing any tradeoffs which can influence what's to come age's capacity to address their own issues. Another significant thing that we have examined it generally and talked about it at the degree of big business was the vital administration thusly can allude to be as the information the board. Anyway in the 21st century worldwide difficulties stay in the degrees of the full scale, client relationship and information the board. Client relationship the executives can get considered as the fundamental issue in respects of an economy and the board of manageable improvement of the association.

The information on the board assumes a key job regarding documentation, securing, move, creation and creating information. It can assist the association with reviewing and study the encounters of clients strongly and brilliantly, likewise hierarchical properties can get secured by methods for information the executives against destroying and will lead the association to expand its adaptability. The utilization of information the board in client relationship the executives can build the fulfillment level of the clients and subsequently the benefit gets expanded thus.

Literature Review

CRM in the realm of Bahrain (2004): Customer relationship the board is another way to convince clients and increment their loyalty. The longing of this examination is to evaluate client relationship the executives in the realm of Bahrain. Here the creator Endeavor to assess the nearness, view and familiarity with client relationship the board usage in Bahrain. It likewise Endeavor to examine the point of client relationship the executives, advantage, trap, lifecycle and client relationship the board usage.

As indicated by Bruce and Langton (2002) dealing with the relationship with end clients and making them satisfied is the associations fundamental issue. The turn of clients and giving them accurately what they need involves those associations to discover strategies to secure an unrivaled comprehension of needs and needs of their clients. This escort numerous business associations and firms to change the turn from items the executives to client the board. In spite of the fact that turning clients isn't simple. Fluctuating inclination of clients send undeviating weight on associations to content these inclinations. Clients don't tutelage how an association gathers and store information from various birthplaces must be consolidated to give them what they need. They don't even tutelage on the off chance that they have called the incorrect whereabouts. All end clients know is that they need impressive help and wish it

now. The fitting conveyance of mind blowing administration is client relationship the board. In light of the target to raise the client direction level, the significance of client relationship the board has Benn to grow associations client esteem base by changing the conduct of the association towards the clients.

As per Darroch (2003), the examination quest for information the executives and introduction of pre-assembling ventures with in excess of fifty laborers with the utilization of survey. This survey fuse quest for information the board with 37 inquiries in regards to subject matter, 29 information appropriation questions and reacting to information with 30 inquiries additionally is about its connection with association advancement and association execution. The discoveries infer that there is significant and sober minded connection between exercises of information the executives, association advancement and association execution.

Cavusqilet. al., (2003) assumed that limit of information the executives is a vital component of associations advancement in apportioning of understood information. This exploration paper assigns that getting to understood information about end clients and providers is an adequacy asset and entrance of procedure of advancement in association.

Lin and Tseng (2005), thought on the outcome of hole in the administration of information framework on the presentation of the association with perceiving of five holes in framework in 681 Taiwan associations. The discoveries of the exploration indicated better for the associations which have hardly any hole in information the board

Adel Salavati (2011), pondered about the impact of the executives of information on client relationship in refax bank. The location specified information the board along wellsprings of information has surprising and down to earth impact on different parts of client relationship the board implies fulfillment of clients, dedication of client, to hypnotize client and client communication. In view of the perception most viability of information the board was on the fulfillment level of client and certain factors, for example, fascination, communication and dedication with the end clients.

Luis Mendoza (2014) pondered the key elements in client connection the board in an examination named as basic achievement factors for a technique of client relationship the executives and sorted out responsibility of boss administrators, building up a multipurpose, objectives communicating, inward unification, relating client relationship the board methodology and the work force duty, staff, client the board data, administrations for clients, robotization of deals, computerization of advertising, the board support for activity, contact the board for clients and incorporating arrangement of data in three segments of human constituents, innovation and forms and evaluated concentrating on them so as to have triumphant client connection the executives.

Research Methodology

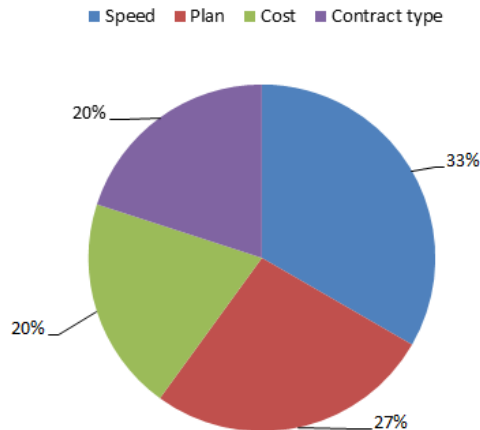
This examination study utilizes exploratory examination. The Exploratory examination gives an understanding to the examination or issue. For an exploratory examination information are gathered through meetings, bunch conversations or through different strategies. The primary goal of the exploratory examination is creating speculations. The undertaking work can be finished through perception, information assortment and information examination. The target of the examination is surrounding surveys. This exploration was made on the association of information the board on achievement of client relationship. This examination was likewise made in the consciousness of the individuals on information the board on **accomplishment of client relationship**.

The populace is customers of VIVA while the example size is the quantity of testing units chose from the association for examination. To get more top to bottom information, 50 surveys were disseminated, anyway just 30 of them recovered. The all out example size that is taken for this investigation is 30. Surveys were given to the clients who utilized the administrations gave by VIVA. The comfort examining strategy is utilized in this investigation. Exploratory examination use comfort inspecting procedure. Essential information are for the most part data assembled or created by the analyst for the motivations behind the venture promptly within reach. It is the duty of the specialist to process the information, when the information is gathered just because. This comprises of unique data gathered for a particular reason. A specialist gathers the information to contemplate a specific issue. These information are the crude materials of the request. In this exploration essential information is utilized to consider the association of the impact of information the executives on achievement of client relationship exercises. The information which will be gathered from the clients of viva frames the essential information for this examination. Organized poll will be utilized here as the instrument to gather the information, both open finished and shut finished inquiries where will be conceivable. The investigation part will be founded on poll.

Analysis and Interpretations

Table 1.VIVA Features preferred by customers

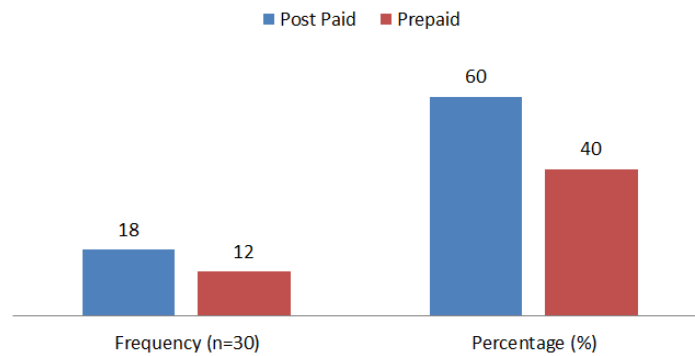
Sl. No.	Features Preferred by the Customers	Frequency (n=30)	Percentage (%)
1	Speed	10	33.3
2	Plan	8	26.6
3	Cost	6	20.0
4	Contract type	6	20.0
	Total	30	100.0



The above table describes that majority of the respondents (33%) were preferred VIVA for the speed of the internet services provided by them. 27 % of the customers preferred VIVA for the plan.

Table 2.Plans preferred by customers

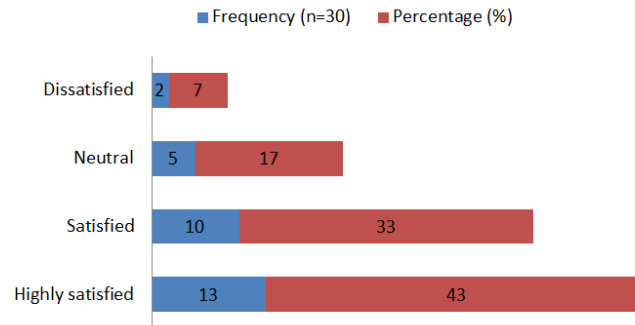
Sl. No.	Plans Preferred by the Customers	Frequency (n=30)	Percentage (%)
1	Post Paid	18	60.0
2	Prepaid	12	40.0
	Total	30	100.0



The table no. 2 explains that 60 % of the VIVA customers were preferred postpaid telecom connections. And 40 % of the respondents were preferred prepaid connection.

Table 3.Satisfactory level of customers

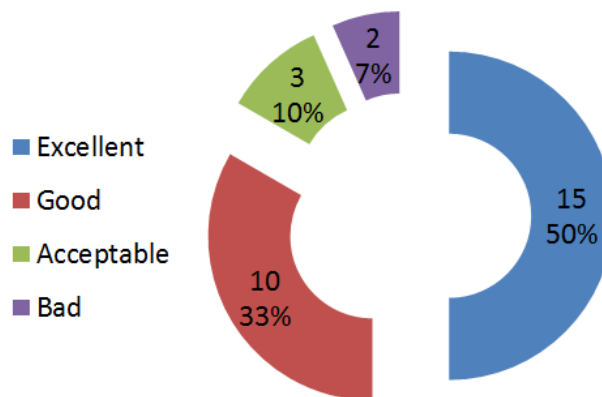
Sl. No.	Satisfactory level of the customers	Frequency (n=30)	Percentage (%)
1	Highly satisfied	13	43.33
2	Satisfied	10	33.33
3	Neutral	5	16.67
4	Dissatisfied	2	6.67
	Total	30	100.0



The table no. 3 reveals that majority (43%) of the respondents were highly satisfied with the services provided by the VIVA. Another 33 % of the respondents were satisfied with the services received from the VIVA telecom service providers.

Table 4. Rating given by the Customer to VIVA

Sl. No.	Rating given by the Customer to VIVA	Frequency (n=30)	Percentage (%)
1	Excellent	15	50.0
2	Good	10	33.3
3	Acceptable	3	10.0
4	Bad	2	6.7
	Total	30	100.0



The above table elaborates that majority (50%) of the respondents were given ratings of the VIVA telecom was excellent and 33 % of the respondents were given the rating as good.

Major Findings and Discussion

Based on the study conducted among 30 customers of VIVA telecom service provider, the main results are discussed as follows;

1. Majority (33%) of the respondents were preferred VIVA for the speed of the internet services provided by them.

2. Vast majority (60 %) of the VIVA customers were preferred postpaid telecom connections. And 40 % of the respondents were preferred prepaid connection.
3. Majority (43%) of the respondents were highly satisfied with the services provided by the VIVA.
4. Majority (50%) of the respondents were given ratings of the VIVA telecom was excellent.

Limitations of the Study

- The result will just imply the job, contemplations and criticism of this organization authority and its clients.
- Time is the significant limitation because of the time requirement, the analyst I was unable to assemble a lot of information from the individuals who are getting administrations from VIVA.
- Most of the respondents are hesitant to address all the inquiries.

Recommendations

Based on the analysis and the interpretations of the study, some recommendations are given to the improved services of VIVA telecom.

- VIVA is strongly prescribed to present new innovation which builds the consideration of clients.
- VIVA should make some vital move to speed up client assistance in distant territories.
- VIVA ought to likewise get client input to improve its business.
- Customer criticism ought to be explored and vital move must be made.
- It can find a way to expand the nature of administration offered to its clients.
- VIVA can likewise draw in itself in a lot more information the executives on accomplishment of client relationship exercises in the up and coming year moreover.

Conclusion

The targets are to contemplate the current client connection advancement issues, to look at the impact of advancement on interchanges industry, to investigate the advantages and difficulties of such turn of events, to research the impact of information the board in client advancement on VIVA specifically and to suggest key improvement for advancement inside the association, coordinating with the association's goals. About 33% of the respondents favored VIVA for the elements like speed, plans and modem decision. VIVA gives numerous broadband plans just as various sorts of network gadgets. VIVA has a client situated showcasing approach; it is likewise another factor which expanded the client. VIVA's commercial and advancements pulled in numerous people and organizations in Bahrain. VIVA likewise has certain impediments, for example, individuals who are utilizing VIVA home broadband administrations in some far off spots are not encountering the speed of 42Mbps, as given by the VIVA Bahrain.

References

1. Alawi, D.A.I.A., 2004. *customer relationship management in the kingdom of bahrain*. [Online] Available at: <http://iacis.org/iis/2004/AI-Alawi.pdf> [Accessed 30 October 2014].
2. Dr. Mandan Momeni, R.T., 2013. *Analyzing knowledge management on success of customer relationship management considering organizational factors as mediatory variables (Case study: Central Departments of Bank Saderat of Tehran)*. [Online] Available at: <http://ijmhsjournal.com/wp-content/uploads/2013/11/542-549.pdf> [Accessed 30 October 2014].
3. Fereshteh Mohseni, S.Y.S.D.E.C., August, 2014. *The study of knowledge management's effect on CRM success, considering the intermediary effect of organizational factors*. [Online] Available at: waprogramming.com/download.php?download=53b2b7f46d48c6.pdf [Accessed 30 October 2014].
4. mea, c., 2013. *Telecoms Leaders: VIVA Bahrain*. [Online] Available at: <http://www.commsmea.com/13202-telecoms-leaders-viva-bahrain/> [Accessed 22 October 2014].
5. Mehrdad Hasanzadeh, S.F.S.S.M., 22, November 2013. *Effect of Knowledge Management on Success of Customer Relationship Management in Eghtesad Novin Bank of Tehran*. [Online] Available at: <http://www.ijsei.com/papers/ijsei-22213-03.pdf> [Accessed 30 October 2014].
6. Mustafa, M., 2012. *viva-bahrain-services-marketing-presentation*. [Online] Available at: <http://www.slideshare.net/mnmustafa/viva-bahrain-services-marketing-presentation> [Accessed 24 October 2014].
7. Riccio, E., 2001. *Teaching-Learning Methods in Accounting Education*. University of Sao Paulo.
8. Turkey Manas Publications, 2013. *The Importance of Accounting Education in the Globalized World*. Turkey Manas University.
9. Yaghoubi, N.-M., 2011. *The Impact of Knowledge Management on Customer Relationship Management*. [Online] Available at: http://www.academia.edu/1470058/The_Impact_of_Knowledge_Management_on_Customer_Relationship_Management [Accessed 24 October 2014].