

Abstract

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Measuring (CRM) and its relationship with customer satisfaction in the Egyptian banking sector

Abstract Purpose -To measure customer relationship management (CRM) components, and to examine the relationship between CRM and customer satisfaction in the Egyptian Banking Sector. **Design/methodology/approach** -The paper used quantitative approach which consists of two different structured questionnaires distributed on a stratified sample. The first one involved 180 employees in the sampled banks to measure the CRM applicability and the second one involved 270 customers from the sampled bank to measure the level of customer satisfaction. **Findings** - The findings show that the ed banks apply the CRM components but the level of application differs from one bank to another. Furthermore, it shows that there is a significant positive relationship between CRM and customer satisfaction in the Egyptian Banking Sector, when applying the four components of CRM altogether not separately. **Research limitations/implications** – Since this study was conducted in the Egyptian Banking Sector, the replication of this study could be done within other services and within other countries. In addition, a cross-sectional data was used in this study. **Future studies** should collect time-series data for testing the relationship between CRM and customer satisfaction. **Practical implications** – The findings confirm the importance of studying the CRM, for the purpose of improving it in the Egyptian Banking Sector in order to satisfy customers. Firms wishing to improve their relationships with customers need to focus on the CRM components to develop relevant and effective marketing strategies and tactics. **Originality/value** – The paper measures the CRM as a multidimensional construct as applied in the Egyptian Banking Sector in order to gain a sustainable competitive advantage over its competitors.