

The Role of Customer Relationship Management in Improving the Mental Image of the Company

Case study of Algeria air lines company

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Abstract:

The purpose of this article is to define the role of customer relationship management in improving the mental image of the company. Through a field survey conducted on a sample of 200 customers of the Algeria Airline. To do this, we designed a questionnaire consisting of 20 questions. It is clear that customer relationship management plays an important role in improving the mental image of the company, but the company must also take into consideration other factors which can contribute to the improvement of the latter.

Keywords: Customer Relationship Management, mental image, customer, Algeria Airline.

Introduction:

Customer Relationship management CRM is central to a company's strategy. It puts the customer at the heart of our concerns by adapting offers, services and products to identified needs. With CRM, a company can optimize its customer journey, improve the customer experience, personalize communications and thus build customer loyalty.

The CRM also provides a fine analysis of client interactions, expectations and behaviors. This helps to anticipate needs, develop more effective marketing strategies, better target prospects and maximize sales opportunities. In addition, the CRM contributes to continuous process improvement. These efforts often result in increased sales, improved brand image, increased loyalty and a significant competitive advantage.

Today, managing your customer relationship is essential for two reasons. If a customer is dissatisfied, they risk leaving the brand and potentially damaging the company's image. And most importantly, it will be easier (and cheaper) to keep your current customers than to acquire new ones.

In a professional world where demands and pressures are often at their peak, the ability to manage stress and perform to the best of your abilities is essential. It is in this context that mental imagery emerges as a powerful tool. Whether preparing a major presentation, dealing with tight deadlines or managing crisis situations, mental imaging allows professionals to visualize positive outcomes and face challenges with confidence.

The mental image allows the organization to create a competitive advantage that ensures its survival and continuity in the market.

To better analyses the subject in question, we are conducting this study with the desire to provide an answer to the following problem: *what is the role of customer relationship management in improving the mental image of the company?*

1. GENERAL RESEARCH FRAMEWORK

1.1- Customer Relationship management

Customer relationship management is a real revolution, as the customer has become the nerve center of the business relationship. The focus then shifted to transactions, operations, products and distribution channels, in addition to changes in vision following the economic crises of the 1980s, the efforts of institutions have focused on obtaining... the benefits of a direct relationship with the client by responding to his needs and desires. There are many concepts of customer relationship management, and in the following we will try to present these different concepts:

➤ **The concept of customer relationship management as a strategy**

Many researchers defined customer relations as a strategy, so customer relationship management was said to be "a set of strategic activities aimed at establishing a relationship between the business and the client"[1]. In the same sense, it has been defined as: " It is mainly related to the bilateral management strategy of value creation, intelligent use of data and technology, acquisition of clients and knowledge and distribution of this knowledge to the various parties, the development of relationships with specific clients or a group of clients and the integration of intersections in the vicinity of collaborative enterprises to create customer value [2], defined by Crosby and Johnson as: "a business strategy aimed at customer loyalty" [3].

Brown defined this strategy as: An organization-driven strategy to understand, anticipate and direct customer trends and potential during these processes that require changes in strategy, structures and technologies. The company seeks to organize itself according to the needs of the client. Customer knowledge must be acquired and used at all levels to achieve benefits and satisfy customers [4].

Managing customer relationships according to these definitions is one of the strategies that the institution may choose to implement to build loyalty.

➤ **The concept of customer relationship management as a set of means and processes:**

There are those who view customer relationship management as a set of means: "Customer relationship management is a set of organizational, technical and human means to manage a new kind of relationship with the client whose main purpose is to connect a private and personal relationship with each client [5].

It is a set of tools, technologies and processes designed to improve or facilitate sales to existing and potential customers and business partners [6]. "Group of operations that use market information to create and maintain a profitable relationship with the client" [7], as well as: "An interactive process to achieve the optimal balance between organizations' investments and clients' needs to maximize profit.

➤ **Customer Relationship Management concept as a system**

Customer Relations considers the system to be: "A system of attracting and acquiring profitable customers and retaining them by analyzing their information and understanding their needs through a long process that considers the reconciliation of the activity of the organization with its strategies to strengthen relationships Strong with reducing the level of relationship with non-profitable customers and profitable customers [8].

Scott Nelson, a leading analyst in customer relationship management, believes that there are two theories about customer relationship management currently being discussed within business organizations [9]:

The first theory considers customer relationship management as applied software in the sense that it is the application of technological techniques. The second theory considers customer relationship management as a management philosophy if it is adopted by organizations that will achieve success and excellence in their relationships with the client and reach the highest levels of loyalty, will increase profitability and productivity.

Based on the above set of definitions, customer relationship management can be defined as all the means used by the company within the framework of the customer orientation strategy, which contains human and technological aspects through the Foundation. It seeks to gather all the information about the client in a database on which they base their decisions, in order to promote and develop relationships with clients in order to understand their satisfaction and build their the profitability of the establishment on the other hand.

There is a high degree of convergence between the concept of relationship marketing and customer relationship management, in that some researchers consider relationship marketing and customer relationship management to be the same term. The fact that a review of both concepts shows a difference between them and demonstrates that customer relationship management is an integral part of relationship marketing.

1.2- The mental image of the company:

There are many definitions of the mental image by various experts and researchers, so we will address any set of definitions as follows:

Is a process of relative psychological knowledge of cultural origin, based on the direct and indirect selective perception of the characteristics and attributes of a subject by individuals (Company, Foundation, Individual, Group, Community...) and the formation of emotional tendencies towards it) Positive or negative phenomenon (and resulting behavioral trends) Internal (within a particular society, these perceptions, trends and trends may take a coherent or inaccurate form [10].

Definition of the IREP: Mental Image « All material and non-material representations made by individuals belonging to the institution » [11].

Therefore, the mental picture is all the information, perceptions and ideas that an individual forms about the organization or its services through direct and indirect experiences that distinguish it from other competitors, whether negative or positive. These impressions are made by the institution and want to be anchored in the minds of its external audience through the measure of their interest and participation in its activities.

➤ Mental image characteristics

The mental image has a range of features and traits, including: [12]

- It is not just a simulation, but a framework for memory and a conceptual construction process ;
- They may be clear, ambiguous, true or false ;
- Public and private life depending on the extent to which others participate in these images ;
- It is Consciousness and unconsciousness, we cannot realize all parts of the image at the same time and with the same degree of density ;.
- Dynamic, changing and continuous interaction with the subjective variables of individuals, those of the organization itself or their competitors, and interacting with different societal variables.

The mental image of the Foundation is measurable using scientific research methods, and the nature of the image formed by clients can be identified as well as any changes that affect them, whether negative or positive.

The mental image of the Foundation is deliberate and carefully planned, and therefore different from the stereotype of individuals, based on false information (whatever the source) and based on thoughtful information programs.

2. Methodology

In order to confirm or to refute the hypotheses of our study, we used the T-test and the one ANOVA from the SPSS software.

Hypothesis 1:

There is a statistically significant relationship between managing customer relationships and maintaining the client through dialogue, consultation and confidence building at an indicative level.

In order to demonstrate the above relationship, we use the T test, the results are presented below.

Table 1: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Confidence	200	3,0099	,99295	,07021
customer loyalty	200	3,0216	,91150	,06445
customer value	200	3,0549	1,01315	,07164
CRM	200	3,0288	,88313	,06245

Source: compiled by the research authors based on the results of SPSS V25

Table 2: One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
confidence	,141	199	,888	,00990	-,1286	,1484
customer loyalty	,336	199	,737	,02165	-,1054	,1487
customer value	,766	199	,444	,05490	-,0864	,1962
CRM	,461	199	,645	,02880	-,0943	,1519

Note: Test Value = 3. 95% Confidence Interval of the Difference

Source: compiled by the research authors based on the results of SPSS V25

In the table above: the total average of the responses of the individuals in the sample under the first axis related to: Customer relationship management ($x = 3.02$) with a standard deviation of 0.46), but given the value T, is greater than 0.05 sig = in all dimensions of the axis and ironing axis equally, and therefore there is no statistical link between customer relationship management and loyalty through dialogue, consultation and confidence building.

Hypothesis 02:

There is a relationship between the management of client relationships and the cognitive, emotional, social and behavioral dimensions of mental image.

In order to demonstrate the above relationship, we use the T test, the results are presented below.

Table 3: One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
the cognitive dimension	200	3,2851	,85559	,06050
the emotional dimension	200	3,2916	,89245	,06311
the social dimension	200	3,3825	,94574	,06687
the behavioral dimension	200	3,2116	,93888	,06639
mental image	200	3,2931	,77351	,05470

Source: compiled by the research authors based on the results of SPSS V25

Table 4: One-Sample Test

	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
the emotional dimension	4,620	199	,000	,29155	,1671	,4160
the social dimension	5,720	199	,000	,38250	,2506	,5144
the behavioral dimension	3,187	199	,002	,21160	,0807	,3425
mental image	5,360	199	,000	,29315	,1853	,4010

Note: Test Value = 3. 95% Confidence Interval of the Difference
 Source: compiled by the research authors based on the results of SPSS V25

From the table above, we find: the average of the total calculation of the responses of the individuals in the sample to the terms of the second axis related to: Intellectual image: (x = 3.23) with a standard deviation of (0.77). Given the value of T, this is a function less than 0.05 sig = in all dimensions of the axis and ironing axis. There is therefore a statistical link between customer relationship management and the cognitive, emotional, social and behavioral dimensions of the mental image.

Hypothesis 03:

Customer relations management plays a role in improving the Algerian Airlines' mental image.

Formulation of the simple linear regression model: In order to examine the relationship between the variable (independent (influential) and the affected), we rely on the following formula:

$$y = B_0 + B_1(x_1) + \varepsilon_i$$

Y: Mental Image.

B0: Constant regression coefficient

B1: Regression factor for independent variable (customer relationship management) X1.

Random Error Value : ε_i

Using the SPSS.V25 program to estimate the simple regression model statistics related to the test of the extent of contribution (customer relationship management) to the improvement of the Algerian airline's mental image, we get the following table which is a summary of the outputs of the SPSS program: (NGD regression model (R2, r), the ANOVA variation analysis table guarantees (B), IST values, IST values:

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	76,519	1	76,519	356,114	,000 ^b
	Residual	42,545	198	,215		
	Total	119,064	199			

a. Dependent Variable: mental image

b. Predictors: (Constant), CRM

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1,166	,117		9,939	,000
	Customer relationship management	,702	,037	,802	18,871	,000

a. Dependent Variable: mental image

The Simple Regression Analysis Table shows the following:

Correlation coefficient (r): Results show that there is a positive correlation between customer relationship management and the Algerian Airlines' mental image according to the views of the category interviewed in the study, where the Pearson coefficient is 0.80 = within the area of strong correlation (the largest 0.77).

F-test: The study of the strength and direction of the relationship between the variables does not indicate the validity of the model for application. Statistically, the moral significance of the relationship between the variables (customer relationship management and Algerian Airlines' mental image) must be ascertained by the result of the F-test: From the above table we find a value (356.114 = Fcal) which is a statistical function since the value of SIG = 0.000 is below the indicative level (0.05) approved by our research party. This indicates the morale of the simple regression model representing the relationship studied between the variables (customer relations management and the mental image of the Algerian Airlines Company), among which:

We conclude that: Managing customer relations plays a role in improving the Algerian Airlines' Determination coefficient (R2) (ratio of interpretation): Through the R2 = 0.643 determination coefficient value, it is clear that customer relationship management explains 64.3% of the mental image in the company in question. This is according to the views of the respondents and in other words, we found that customer relationship management in the company in question contributes highly to the mental image, which means that there is a high interpretive capacity in the 6.7% regression model.

Moral test of regression factors (partial morale of the model): Through the test value (T-test) and the value (sig) of each regression factor in the table above we find:

For regression factor (B0.) The model is moral because the values of a level of morale

(Sig = 0.000) are smaller than the level of connotation (0.05) and which includes in the model equation regression.

For B1 = 0.702, the customer relationship management variable has a moral effect at a 0.000 indicative level because SIGM values are lower than the indicative level (0.05) and which is included in the model. The B1 = 0.702 value of the independent customer relationship management variable indicates that by increasing one unit in the customer relationship management variable, the mental image of 0.702 units is improved mental image.

So the simple linear regression model representing the relationship between customer relationship management and the Algerian Airlines mental image of the individuals studied is:

Conclusion:

The customer relationship management system has become a strategic thing for businesses, especially given the competitive environment in markets across various economic sectors. Therefore, the relationship with the customer can not only be seen through a specific part or angle, but is supposed to look at its true essence and multiple physical assets.

This requires the organization's management to search and obtain more data and information about the client, as well as the direction to follow in order to understand the client rather than what it is focused on, so that it must be approached constantly to understand its changing needs and desires. Between the organization and its clients,

and maintain it and earn their long-term satisfaction and loyalty that helps to improve and strengthen its mental image.

In addition, the good management of the Organization's relationships with its internal clients and the building of trust and communication with them as long as possible constitute a mental image of the Organization and their satisfaction, sense of loyalty, belonging and pride in their organization, giving them the full potential and skills to achieve the desired mental image of the organization. Ensure its survival and continuity.

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