Investigating the relationship between the quality of working life and customer relationship management in Iran insurance in Yasuj city

Farshid Shahabipour[1], Abdolkhalegh Gholami[2]

[1]Department of State Management, Islamic Azad University Yasuj Branch, Kohgiluyeh and Boyer Ahmad, Iran
[2]Department of Management, Assistant professor, faculty of Management, Islamic Azad University Yasuj Branch, Kohgiluyeh and Boyer Ahmad, Iran

ABSTRACT

This study was performed with the objective of review and studies the status of current quality of working life and customer relationship management in Iran insurance staff in Yasuj city. The research in this study was descriptive (of correlation type) and the subjects have formed all staff of Iran insurance, according to the latest statistics have been 73 persons. The sample size in this study was composed of all persons employed in the Iran insurance, which was 73 persons and has been selected via census sampling. The data collection tool was a questionnaire of quality of working lifeand customer relationship management, based on Walton model and to data analyze, we used Pearson correlation coefficient and stepwise regression. The results showed that there was a significant relationship between the quality of working life and customer relationship management in Iran insurance staff in Yasuj city. There was not a significant relationship between the dimensions of individual capabilities development and fair pay with customer relationship management in Iran insurance staff in Yasuj city, but there was a significant and positive relationship between the dimensions of rule of law, safe and healthy working environment and amount of providing opportunity for growth with customer relationship management in Iran insurance staff. Also the dimensions of opportunities for growth and the safety and health environment has a significant predictive capability of customer relationship management in Iran insurance staff in Yasuj city.

KEY WORDS: quality of working life **-** Customer Relationship Management - Iran Insurance – Yasuj

1. INTRODUCTION

The success of any organization depends on the allocation and use of appropriate tools, equipment, money, material and human resources of the organization in its programs and if it be possible, that these organizations are able to apply of skills, abilities and characteristics of the individual and collective their staff in the organization's goals. Therefore it is said that the organization is regular training of people to achieve specific goals. Today, in contemporary management the concept of working life has become a major social issue throughout the world. Whereas, in the past decade was only emphasis on personal life. Supporters of the idea of quality of working life are in search of a new system to help staff, so that they can balance between work life and your personal life. (Akdere, 2006).

Issue of quality of working life and the relationship with the customer relationship management is studying in this research. Customer relationship management refers to all processes that organization is working to identify, select, promote, extend, maintenance and customer service. (Heydari and Akhavan, 2009). Part of an organization strategy to identify their customers, is keep them satisfied and convert them into a repeat customer. In addition, CRM in purposes of customer relationship management with organization and in order to maximize the value of every customer are helping the organization. The main task of CRM is easier to communicate with the organization customer without limitation of time, place and nation, so that the customer feels is in contact with coordinating organization that recognizes him and to be resolved he needs with fast and easy way of communication. (Heydari and Akhavan, 2009).Therefore, the system value of quality of working life and customer relationship management inIran insurance is considered as the most important variable in strategic management study, in the sense that to meet the needs of customers will lead to a renewal and long-term performance of the organization. The main question of this research is that how much can actually be effective the quality of working life on customer relationship management in Iran insurance in Yasuj city.

---

* Corresponding Author: Farshid Shahabipour, Department of State Management, Islamic Azad University Yasuj Branch, Kohgiluyeh and Boyer Ahmad, Iran

2. Research Theoretical Principles

2.1 Quality of Working Life

Quality of working life can be examined from two perspectives, the first view the quality of work life seen as to set of objective circumstances in organization, such as policies promoting from within, open-minded leadership, employee involvement, and procedures and safe working conditions and desired and uniform and from another perspective the quality of work life was assumed to be equal with the attitude of the staff and their way in a sense of security, satisfaction and ability to grow and develop as a man.(Casio, 2001). Finally we can say that improve the quality of working life, means harmony and consistency between the goals and needs of staff and organization that almost the same thing, so Taylor proposed in 1916, in his Principles of Scientific Management book, that employee benefits there is not any conflict with the objectives of managers. (Taylor, 1990).

2.2 Customer Relationship Management

In recent years with have been developments in information and communication technology, we have been witnessing the dawn the concept of customer relationship management (or abbreviated CRM) as an important approach to business which aiming is to return to the personal marketing period. In fact, steadily CRM existing in from the past, but recently, it has been considered for the following reasons. Recently, the relationship with the customer is recognized as a key point to an organization's competitive strength. The term CRM is abbreviation (Customer Relationship Management) or customer relationship management systems. In fact, these systems are strategic for gathering requirements and our customer's business behaviors, to lead to create stronger relationships with them. Finally, a strong relationship with customers is the most important key to success in any business. CRM is composed of three main parts: 1. Customer, 2.Relations, 3.Management.In difficult competition conditions the relation to time and organized with customers is the best way to increase customer satisfaction, increase sales and at the same time reducing costs.

2.3 Research Conceptual Framework

Quality of working life dimensions designed on Walton model and the customer relationship management dimensions are extracted from the background and theoretical research.
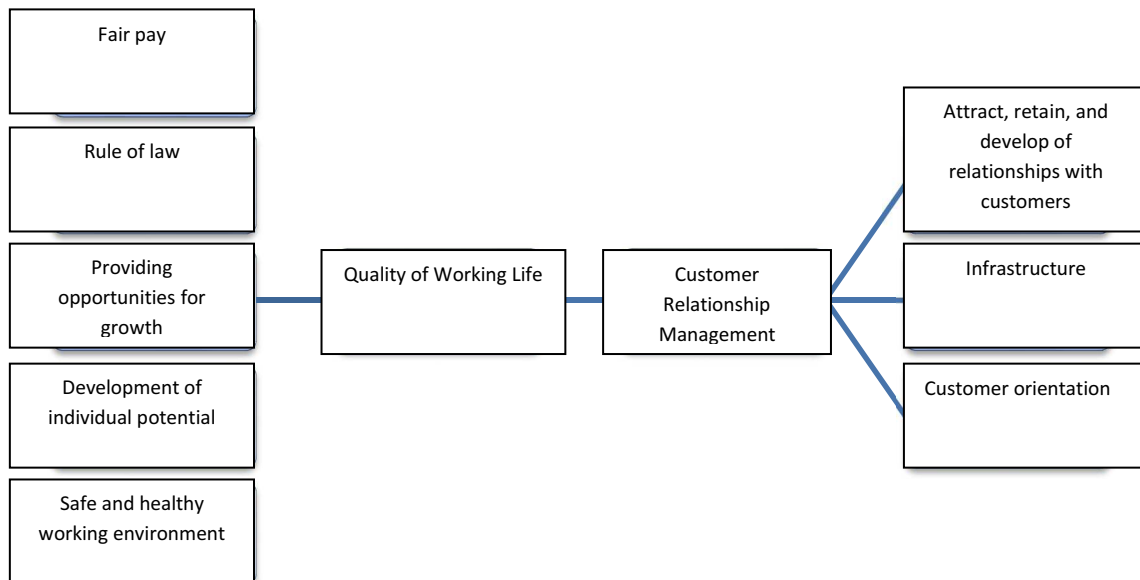

Figure 1: Research conceptual model

3. Research history

- Nosrat Panah (2011) to investigate the relationship between the quality of working life and manpower productivity. Research method in this study is cross-correlation and statistical population is composed of all administrative staff in Oil Company of Kermanshah province. Sample size is equal to 238 persons and was made selection using the method of stratified random sampling. The results showed that there is a relationship between the quality of life and manpower productivity.
- Gharedaghi (2007) to investigate in his dissertation with entitled "Factors affecting the implementation of customer relationship management in SMEs tourism in Tehran". In this study, we have examined 194 SEM tourist offices in Tehran and experts and managers who are responsible for the implementation of CRM in the company. The results in this case is that customer relationships and the dynamics of the businessare the most influential factors in the implementation of CRM in SEM and on the other hand, they have been rejected the impact of quality and innovation indexes to implement CRM among the other factors.
- Anthony (1983)conducted his doctoral dissertation on the subject of organizational commitment, job satisfaction and quality of working life in the University of Massachusetts. He is considered the two main sources for the evaluation of organizational commitment and job satisfaction. The results show that not very positive perceptions of the quality of working life among the staff, including aspects of related to employment, such as relationships with colleagues. Important organizational commitment, neither positive nor negative but had been thwarted.
- Tangen (2005) in research concluded that the quality of working life is essential issue for Canadian companies and impact on job security, good physical environment, as incentives to encourage and achieve success and promotion in increasing productivity employees.

4. Research hypotheses

The main hypothesis:

There is a significant relationship between the quality of working life and customer relationship management in Iran insurance inYasuj city.

Secondary hypotheses:

1. There is a significant relationship between fair pay and customer relationship management in Iran insurance in Yasuj city.
2. There is a significant relationship between safe and healthy working environment and customer relationship management in Iran insurance in Yasuj city.
3. There is a significant relationship between the provision of opportunities for staff development and customer relationship management in Iran insurance in Yasuj city.
4. There is significant relationship between the level of rule of law in the organization and customer relationship management in Iran insurance in Yasuj city.
5. There is a significant relationship between individual ability for staff development and customer relationship management in Iran insurance in Yasuj city.

5. RESEARCH METHODOLOGY

The statistical population researches are to include all staff in Iran insurance in Yasuj city, that they were 73 persons. The main tool for data collection was a questionnaire, which included two questionnaires are quality of working life and customer relationship management. According to the purpose of this research were divided into question in the form of Likert five options. The most common test-reliability is Cronbach's alpha coefficient, which is also used in this study. Thus, 30 questionnaires were distributed among the members of the sample and are calculated using Cronbach's alpha coefficient between the data collected. In this study using the software SPSS are obtained amount of reliability, which shows that given the questionnaire from reliability is high, as in this study, reliability was obtained respectively, equal to 0.81 and 0.85, for the quality of working life and customer relationship management.

6. RESULTS AND FINDINGS

6.1 Statistical population description

Of the 73 respondent's persons were 25 persons female and 48 male, 2 persons low literate, 9 persons Diploma, 44 persons Diploma, 14 persons Bachelor and 4 persons were MA. They were 50 persons under 30 years, 23 persons between 30 and 40 years and also among these persons were 25 persons with work experience between 1

and 5 years, 19 persons between 6 and 10 years, 25 persons between the 11 and 15 years and 4 persons older than 16 years of work experience.

6.2 Kolmogorov-Smirnov test: investigate testing the normality of the variables

In statistics is use from parametric tests when that data distribution is normal and non-parametric tests once the data distribution is not normal. Therefore, we first need to look into examine normal distribution of data using the Kolmogorov - Smirnov. The tests results are normal related to components of the study are shown in Table 1.

H0: data distribution, it is normal. Sig ≥ 0.05

H1: data distribution, it is not normal. Sig <0.05

Table1. Kolmogorov-Smirnov test for normality of variables

Customer relationship management	Quality of working life	Variables
73	73	Count
0.98	0.86	Kolmogorov statistic
0.29	0.45	Significant level

Source: research findings

7. DISCUSSION AND CONCLUSION OF RESEARCH FINDINGS

The main hypothesis: there is a significant relationship between the quality of working life and customer relationship management in Iran insurance staff in Yasuj city.

Table2. Correlation coefficient between the quality of working life and customer relationship management

Significant	correlation Value	Independent variable
0.007	0.32	quality of working life

Source: research findings

Based on the results the correlation coefficient and obtained significant level (r=0.32 and Sig=0.007) the main hypothesis is confirmed. This result is consistent with previous results of Rah and colleagues (2005), Nosrat Panah and colleagues (2011), Oveyssi (2009), Mamangal and Kenzad (2000), and Fattah (2008), who have pointed in them to relationship between customer relationship management and quality of working life and productivity services. This is due to that quality of working life along with promoting job skills and employment, as well as biological and psychological, also can help to improve customer relationship management.

The first sub-hypothesis: there is a significant relationship between fair pay and customer relationship management in Iran insurance staff in Yasuj city.

Table3. Correlation coefficient between fair pay and customer relationship management

Significant	correlation Value	Independent variable
0.17	-0.16	fair pay

Source: research findings

According to the results that correlation coefficient and obtained significant level (r=-0.16 and Sig=0.17) the first hypothesis is rejected. This result is countercurrent with the investigation of Sabokro and colleagues (2009), Tangen (2005), and Nosrat Panah and colleagues (2011), who have pointed at them to relationship between the quality of working life and productivity employees. This probably due from the fact that the payment was not fair to all employees and is based on the general laws of upstream in payments are respected equal proportion.

The second sub-hypothesis: there is a significant relationship between safety and health workplace and customer relationship management in Iran insurance staff in Yasuj city.

Table4. Correlation coefficient between safe and healthy workplace and customer relationship management

Significant	correlation Value	Independent variable
0.003	0.34	safety and health workplace

Source: research findings

The results show that given the correlation coefficient and obtained significance level (r=0.34 and Sig=0.003) the second hypothesis is confirmed. This result is consistent with the findings Sabokro and colleagues (2009), Tangen (2005), and Nosrat Panah (2001), who have pointed at them to relationship between the quality of working life and productivity employees. Concerns arising from accidents and occupational diseases and workplace safety and hygiene for quality and quantity can affect mental health and physical health which is the promotion and or decrease in customer relationship management among employees.

The third sub-hypothesis: there is a significant relationship between amount of provision of opportunities for growth and customer relationship management in Iran insurance staff inYasuj city.

Table5. Correlation coefficient between amount of provision of opportunities for growth and customer relationship management

Significant	correlation Value	Independent variable
0. 000	0. 38	amount of provision of opportunities for growth

Source: research findings

Based on the results, the correlation coefficient and obtained significant level (r=0.38 and Sig=0.000), the third hypothesis is confirmed. This result is consistent with the findings Sabokro and colleagues (2009), Tangen (2005), and Nosrat Panah and colleagues (2011), who have pointed at them to relationship between the quality of working life and productivity employees. Provide opportunities for growth within the organization causes employees to grow and develop their own capacities and abilities that help to increase their sense of fulfillment.

The fourth sub-hypothesis: there is a significant relationship between the level of rule of law and customer relationship management in Iran insurance staff in Yasuj city.

Table6. Correlation coefficient between the level of rule of law and customer relationship management

Significant	correlation Value	Independent variable
0.03	0.26	level of rule of law

Source: research findings

According to the results, the correlation coefficient and obtained significant level (r=0.26 and Sig=0.03), the fourth hypothesis is confirmed. Rule of law in organizations be causes that dominates the discipline, order and organization specific, personal tastes and interests and reduced staff in practice, it makes every effort to comply with the expectations and requirements of that will result in compliance with the order and avoid individual in organization, which can lead to improvement of the customer relationship.

The fifth sub-hypothesis: there is a significant relationship between individual capabilities development and customer relationship management in Iran insurance staff in Yasuj city.

Table7. Correlation coefficient between individual capabilities development and customer relationship management

Significant	correlation Value	Independent variable
0.41	0.1	individual capabilities development

Source: research findings

Based on the results, the correlation coefficient and obtained significant level (r=0.1 and Sig=0.41) the fifth hypothesis is rejected. This result is countercurrent with the investigation Sabokro and colleagues (2009), Tangen (2005), and Nosrat Panah and colleagues (2011), who have pointed in them to relationship between quality of working life and interest employee productivity. This is likely that this could be the result of experience, skills, independence, and self-control in staff matters, unable to satisfy the expectations of employees from these human skills.

7.1 Stepwise regression analysis for the quality of working life and customer relationship management in Iran insurance staff in Yasuj city

Table 8: Stepwise regression analysis: the impact of quality of working life on customer relationship management in Iran insurance staff in Yasuj city and the coefficients of the independent variables predictive

Sig	F	R²	R	Significance level	t	Beta	Standard error	B	Statistical indicators variable	stage
0.000	8.65	0.20	0.44	0.01	2.64	0.30	0.24	0.64	Provide opportunities for growth	First
				0.03	2.21	0.25	0.24	0.53	Safe and healthy environment	Second

Source: research findings

The results show that the quality of working life dimensions has significant predictive power of customer relationship management in the Iran insurance staff. Therefore, among the quality of working life dimensions the providing opportunities for growth at the level $P<0.01$ and a safe and healthy environment in level $P<0.05$ have impact on customer relationship management in insurance staff. This result is consistent with the results of research Sabokro and colleagues (2009) have noted that the impact of the quality of working life on staff productivity. Quality of working life dimensions can be improved business and job skills of staff in any organization. So, provide opportunities for growth dimensions and a safe and healthy environment, due to its role in improving the mental health of staff and is related to the high levels of human needs that have the ability to predict of customer relationship management.

REFERENCES

1. Tamjidi, A. (2007). Investigate the relationship between the quality of working life, and the managers of public schools in the city Roodsar. MS Thesis, Tehran Allameh Tabatabai University. Faculty of Psychology and Educational Sciences.
2. Hafez Nia, Mohammad Reza (2004), Introduction to Research Methods in Human Sciences, tenth edition, Tehran side.
3. SeyedJavadeyn, R., and Sakhdar, k. (2005). Quality of working life, in organization of the entrepreneur, based on the model of Walton (report), Tehran authors.
4. Gharedaghi, M. (2007). Factors affecting the implementation of customer relationship management, SMEs in tourism, in Tehran, MS Thesis, Tehran University, School of Management, Entrepreneurs, Entrepreneurship General Management courses.
5. PanahNosrat, S., Hosseini, K., And Yazdi, A. (2011). Investigate the relationship between the quality of working life, productivity and manpower, Journal of Management Studies, Human Resources, University of Imam Hussain (AS), Issue 1, summer 2012, pp. 206-189.
6. Yavari, Y., and colleagues. (2009). Compare the quality of working life, and its subscales among faculty members and departments of physical education in public universities, sport and movement science journal, year, volume VII, No. 12.
7. Akdere, Mesut (2006): Improving Quality Work- Life Implications for Human Resources, Business Rivew, Vol. 1
8. Anthony, F. C. (1983,): Organizational commitment, job satisfaction and the quality of work life. Ph. D. dissertation, university of Massachusetts.
9. Davenport, T. H. & Beers, M. C. (1995). Managing information about processes. Journal of management information systems, Vol. 12, pp. 57-80.
10. Kracklauer, A., Passenheim, O. & Seifert, D. (2001). Mutual customer approach: How industry and trade are executing collaborative customer relationship management. International Journal of Retail and Distribution Management, 20(12), pp. 515519.
11. Lewis D, Brazil K, Krueger P, Lohfeld L, Tjam E. (2001): Extrinsic and intrinsic determinantof quality of work life. International Journal of Health Care Quality Assurance. 14(3) IX.
12. Maritan, C. A. (2001). Capital investments as investing in organizational capabilities: An empirically grounded process model. Academy of Management Journal, 44(3), pp. 513-531.
13. Verhoef, P. C. & Donkers, B. (2001). Predicting customer potential value: An application in the insurance industry. Decision Support Systems, Vo1. 32(2), pp. 189-199.