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The role of customer relationship management in improving customer satisfaction in organizations: An exploratory study by Zain Iraq

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Abstract
The examination of how Customer Relationship Management contributes to the attainment of customer satisfaction within a specific organization is referred to as the "Zain Iraq Survey Study" which was conducted to analyze the factors that influence customer satisfaction. This entailed conducting a customer survey and analyzing the data to determine the main factors affecting customer satisfaction at Zain Iraq. These factors may include service quality, responsiveness, communication, trust, professionalism, etc. Possible improvements in CRM can be identified. These improvements may include developing better policies and procedures, improving customer communication and interaction, and training employees to provide quality services. The personal information questionnaire consisted of two primary sections, encompassing a total of 30 items that were divided among various axes and dimensions. To ensure accuracy and reliability, the descriptive survey method was selected as the most suitable approach for this study. The statistical analysis procedures employed for analyzing the questionnaire involved the utilization of SPSS Ver. 27. The researcher came to the main conclusion that Customer Relationship Management has an ethical and positive impact on customer satisfaction and based on these results, he made several recommendations, the most important of which are: The company must be prepared to communicate with customers regularly and effectively. To effectively engage with customers and gain insight into their concerns and requirements, you have the option to employ diverse communication channels such as email, text messages, and social media.

Keywords: Customer relationship management, customer satisfaction, Zain Iraq, SPSS Ver.27

Introduction

CRM is a relatively new concept that emerged from the evolution of relationship marketing. The idea arose in response to the shift in modern marketing practices, where customers are now viewed as valuable assets rather than just consumers. As consumers have more choices and more awareness, they can differentiate between products that offer the best value and those that cost the least. Thus, such a concept as a loyal customer base has turned into a rarity, and principals and companies are waging a battle not with customers. You have to not only acquire new clients but also maintain their loyalty to your business.

Marketing in Zain Iraq still needs to go a notch higher in the aspect of philosophy to suit the needs of existing customers and meet all their needs to make sure that they do not churn. A common challenge was to define ways of marketing to ensure that the number of customers was growing and they remained loyal and devoted to the company. This approach is based on the assumption that the generation and fostering of customer relations may greatly reduce marketing expenses and thus increase the total business profitability of the firm.

The organization incorporated the customer relationship management (CRM) idea in its framework for developing long-term relationships with the customers. This approach is intended for maintaining customers and studying their requirements and wants to deliver more benefits and guarantee their satisfaction. If the above goals set are achieved through the implementation of the CRM, then the company can post good results, higher profitability, and a better image in the eyes of the clientele. It has a pragmatic value as a means of disseminating and sustaining effective customer relations hence acquiring a good customer base for one's company. This is achieved by the company addressing such aspects as service delivery, and its attentiveness to the needs it caters to.

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Study problem
In the case of Zain Iraq, there is no proper management of the relationship with the customers which has led to the situation of the existing customers not being attended to and hence they jump ship. Practical implications can be viewed in terms of studying the factors and problems that may influence customer relationship management in Zain Iraq and suggesting possible measures to enhance the company's outcomes in this sphere.

The main question of the problem can be determined as follows
"What factors influence customer satisfaction in Zain Iraq? How can customer relationship management be improved to achieve customer satisfaction?"

Importance of the study
The study's importance lies in acknowledging the crucial connection between an organization and its customers, and in successfully achieving customer satisfaction within the organization. The following points explain the importance of this study:
1. Customer satisfaction helps increase loyalty and trust between customers and organizations. If customers are pleased with the services or products they receive, there is a high probability that they will continue to engage in business with the organization.
2. The organization can experience a boost in sales through the influence of contented customers, as their satisfaction tends to lead to higher purchase values and the recommendation of the organization to others.
3. Retaining existing customers is more effective than acquiring new customers. Achieving customer satisfaction reduces the cost of acquiring new customers, such as marketing and heavy advertising efforts.
4. When an organization works hard to achieve customer satisfaction, it improves its reputation in the market. Satisfied customers can become ambassadors of the organization and spread good word about them, attracting more customers and driving business success.
5. CRM research provides important information that

helps companies understand their customers' needs and expectations, improving the decision-making process regarding marketing and product and service development.

Objectives of the study
To determine the research objectives for this problem, it is necessary to focus on improving customer relationship management and achieving customer satisfaction at Zain Iraq. One way to define the objectives is as follows:
1. Analysis of factors affecting customer satisfaction. This requires conducting a customer survey and analyzing the data to determine the main factors that affect customer satisfaction at Zain Iraq. These factors may include service quality, responsiveness, communication, trust, professionalism, and other relevant factors.
2. Possible improvements in CRM can be identified. These improvements may include; enhancement in policies and procedures, enhancing and strengthening the customers' relationship and interaction, and developing and enhancing the corporation's workforce with a view of providing quality service.
3. This entails assessing the extent to which the improvements proposed will affect the customers' satisfaction levels and analyzing this. This involves making use of a service satisfaction index, the number of complaints received, and customers' retention rates in measuring the efficiency of the improvements.
4. The following are some general recommendations for the better management of customer relations at Zain Iraq derived from the findings of this study and the evaluation of the three hypotheses. The suggested strategies, therefore, need to be put into practice and their effectiveness observed regularly to guarantee the achievement of laid down objectives.

Study Form
The hypothesis diagram is intended to illustrate the logical relationship of the main or sub-study variables under discussion, and the diagram represents a series of relationships connecting the study variables as shown (1):
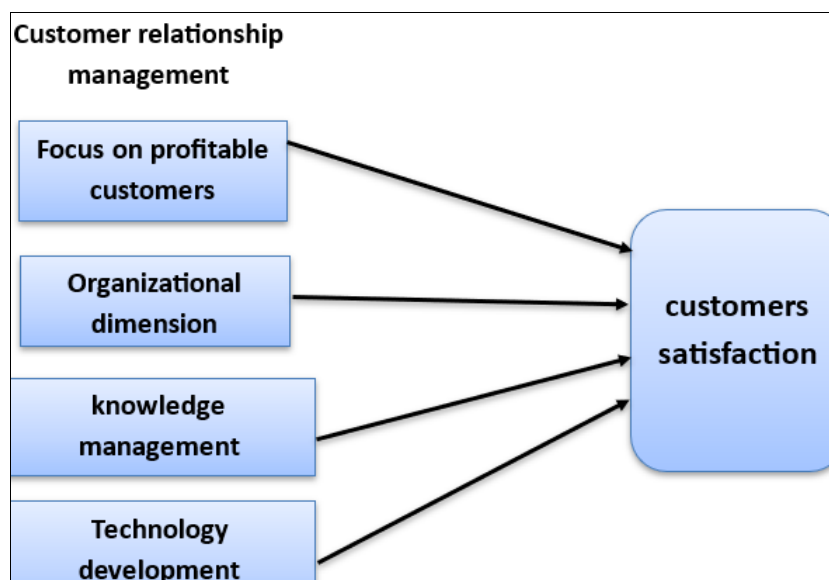

Fig 1: Hypothetical study outline

The hypothesis of the study
The main and secondary assumptions can be stated as follows:

- **The first main hypothesis:** Customer relationship management has a statistically significant effect relationship on customer satisfaction at a significant level (0.05), and the sub-hypotheses state:
- **The first sub-hypothesis:** Focus on profitable customers has a statistically significant effect relationship on customer satisfaction at a significant level (0.05)
- **The second sub-hypothesis:** Organizational dimensions have a statistically significant effect relationship on customer satisfaction at a level (0.05).
- **The third sub-hypothesis:** Is that knowledge management has a statistically significant relationship with customer satisfaction at a significant level (0.05).
- **The fourth sub-hypothesis:** Is that technology development has a statistically significant relationship with customer satisfaction at a significant level (0.05).

Limitations of the study
- **Spatial boundaries:** The researchers selected the Iraqi Telecommunications Company "Zain" in Saladin Governorate as the research site and community.
- **Human Limits:** The community includes managers, department heads and Iraqi Zain Telecom Company employees in Salahuddin Governorate.
- **Time limits:** 2023-2024

Research Methodology
Based on an examination of prior research, a survey was developed that focused on personal details as the central components. A set of (30) questions was evenly divided between the two main components and their respective aspects, as outlined in Table (1). The most suitable approach for this study was determined to be a descriptive survey method, and the data collected from the questionnaire was analyzed using statistical software (SPSS Ver. 27).

Table 1: Questionnaire axes and phrases

Axis	Dimension	Number of ferries	Total
Customer Relationship Management	Focus on profitable customers	5	20
	Organizational dimension	7	
	knowledge management	3	
	Technology development	5	
Customer satisfaction	Customer satisfaction	10	10
Total paragraphs of the questionnaire		30 paragraphs	

Research population and sample
Research Community
The group of individuals being studied is comprised of employees from Zain Telecom.

Research Sample: Zain Telecom employees represented the research sample, and a random sample of 200 people was selected. The research sample's demographic characteristics are presented in Table (2).

Table 2: Demographic characteristics of the study sample

Figure	Variable	Category	Number of sample members	Percentage %
1	Sex	Male	104	52%
		Female	96	48%
	Total		200	100
2	Age Group	Less than 30 years	73	37%
		31 - 40 Years	56	29%
		41 -50 years	35	18%
		51-60 years	35	18%
	Total		200	100%
3	Qualification	Bachelor	29	15%
		Higher Diploma	33	17%
		Master	81	41%
		Doctorate	57	29%
	Total		200	100
4	Specialization	accounting	47	24%
		Business Administration	65	33%
		Public Administration	50	25%
		Financial Management	38	19%
	Total		200	100
5	Years of Experience	Less than 5 years	33	17%
		5-10 years	39	20%
		10 -15 years	36	18%
		More than 15 years	92	46%
	Total		200	100
6	Job Title	Director of Administration	34	17%
		Deputy Director of Administration	4	2%
		Head of Department	4	2%
		Deputy Head of Department	22	11%
		employee	116	68%
	Total		200	100

Previous studies

Study (Hajar Mohamed Nubi, 2021) Entitled" [5] The impact of customer management practices (CRM) on passenger satisfaction and loyalty."

The research sample's demographic characteristics are presented in Table (2)., this has led to a lack of proper understanding of the concept in some organizations, although the customer is the most important element for an organization to achieve competitive advantage, without him, no business exists. Hence, the objective of this study is to assess how professional practices influence the quality of customer service the communication strategies employed by the company, and its effect on customer satisfaction in Egypt Air through the quality provided to the customers. The company's cost and responsiveness meet the customers' needs and provide excellent services. The company's market share is within the range of achieving a competitive advantage among Egypt Air customers. Therefore, Hence, the objective of this study is to assess how professional practices influence the quality of customer service and the communication strategies employed by the company. The researcher was based on a target sample of 300 singles based on specific characteristics (Only Egypt Air dealers), and the researcher used a questionnaire as a data collection tool. The results showed that the hypotheses of the tested study were confirmed, indicating a positive relationship between professional and communicative customer relationship management practices and the level of customer satisfaction and loyalty in Egypt Air. In addition, a positive relationship exists between competitive advantage perception and customer satisfaction. Improving Satisfaction and Loyalty of Egypt Air Customers.

Study (Boutabia, Belkacem, 2017) [1] entitled "The Impact of Customer Relationship Management on Customer Satisfaction: A Case Study of Jijel"

The objective of the research is to assess the implementation of customer relationship management practices by hotel staff and management, as well as the level of demand for these practices from customers in the sample being analyzed. Furthermore, the study aims to establish the nature of the relationship between the variables being studied, as it has already been determined that there is a positive correlation between customer relationship management and customer satisfaction in hotels located in Jijel.

A study (Mahjoub, 2021) entitled "The Role of Customer Relationship Management Electronically in Achieving Customer Satisfaction in Tourism Establishments: A Case Study of the Al Boubakri Agency for Tourism and Travel in Tamasin."

The objective of this research is to assess and establish the influence of electronic customer relationship management on customer satisfaction within the tourism sector, with the aim of encouraging adoption of this concept by agencies in order to attain and enhance customer satisfaction. The study sample included 100 customers of Al Bubakri Tourism Agency, and the study found that the elements of electronic customer relationship management (Website, email, SMS, and social networking sites) impact customer satisfaction, the higher the customer satisfaction. Agencies are interested in these resources and improve customer satisfaction through their development.

The first topic: the theoretical side
First: The concept of relationship management

CRM emerged in response to the evolving customer-centric marketing philosophy and increasingly fierce industry competition. As customer demands continue to increase, companies realize that modern management methods and systems must be adapted to meet these needs. This requires exploring new methods, tools, and techniques for effective customer relationship management. Implementing CRM in an organization brings about significant changes, including: Implementing CRM in an organization brings about significant changes, including:

1. Transitioning from mere satisfaction to loyalty ensures that CRM excludes any customer that is showing low profitability from the organization. Handling the profitable client in the corporate sense tends to improve the overall profitability of the organization.

2. CRM is the strategy that aims to move the business operations from a purely transactional level to a relationship-oriented model with valued customers. Instead of perceiving interactions as separate occurrences where one of the members can unilaterally decide, there is a benefit from long-term relationship establishment. CRM seeks to create a long-term relationship as opposed to a one-time sale since it is more of a relationship sale.

Customer relationship management (CRM) has different definitions. Some define it as a business activity that is centered on identifying and satisfying the customer needs while at the same time working to establish and develop the mutual relationship with the customers. Some people hold the view that there are two types of CRM theories in business firms. Comparing the first theory with the second, the first is focused on the technologies as well as the processes for their application while the second views customer relationship management as a business philosophy. Thus, CRM is actually customer relationship management as a business philosophy that seeks success and excellence in its customer relationships as an organizational goal aimed at optimizing customers' satisfaction, business profitability, and customers' loyalty in particular. This way, CRM gets to become a form that is almost synonymous with the business environment and is embraced by companies that seek to lower expenses while raising revenues by catering to clients' needs. Due to high rivalry, the leading purpose of the companies and businesses is not only the acquisition of the new consumers. Instead, their main job is to understand and meet existing customers' requirements, needs, and desires to retain their loyalty. Organizations strategically utilize CRM to effectively allocate resources and energy in order to cater to the needs and desires of specifically chosen customers, ensuring the provision of top-notch services. The ultimate goal is to establish long-term relationships, create value for customers and companies, and gain a competitive advantage by promptly providing excellent services and meeting customer needs. Loyalty can be enhanced by keeping customers happy and ensuring their satisfaction, increasing market share and profitability. The company has established a firm foothold in the market.

According to the strategic marketing approach, Soft is defined as a new concept that represents attracting, engaging and retaining profitable customers through a long-term

process of analyzing information and understanding customers' needs. This process involves the coordination between the company's activities and its strategy, considering establishing strong relationships only with profitable customers and reducing the level of relationships with non-profitable customers (Abdel Moneim, 2020) [3].

The importance of customer relationship management
The rapid development of the market and the increase in competition force companies to find targeted strategies to attract and retain customers. To do this, it is necessary to understand the characteristics of the services that customers want to use and be guided by their preferences, clearly understanding their needs and wishes. This becomes a long-term commitment for companies to meet the needs and wishes of customers, especially since the market is now under the control of customer needs rather than sellers (Jones & Suh, 2000) [19].

PR departments can gain a competitive advantage by acquiring the ability to communicate with updated and evolving needs while saving on administrative and operational costs by properly targeting profitable customers (Daoud, 2012) [2].

Second: dimensions of customer relationship management
Customer Relationship Management includes the following aspects.

Focus on profitable customers
A primary objective of implementing a strategy focused on customer satisfaction is to enhance the overall experience for customers and maintain a loyal customer base, which has a substantial influence on a company's overall performance. As a result, identifying and prioritizing profitable customers plays a crucial role in the effectiveness of any customer relationship management initiative. The success of companies implementing a customer relationship management system depends on their ability to understand better customer trends, which affects their marketing planning capabilities (Chetioui et al., 2017) [18].

Organizational dimension
Organizations that want to improve customer relationships and enhance performance need to develop an appropriate and supportive work environment for the CRM approach to ensure that the behaviour of their employees is focused on customer service by this approach. Many researchers have stressed that CRM cannot be successful even with the most advanced technology and customer-centric strategies unless a supportive organizational environment for CRM is present at all levels of management. This has brought the concept of efficient service and proper operating procedures into the mainstream (Chetioui et al., 2017) [18], placing a high value and demand on disseminating a culture of deep-rooted relationships with key profitable customers, which helps create value. Regulatory environment (Siddiqi, 2018) [20].

Knowledge management
Knowledge management effectively helps organizations build better customer relationships and improve organizational performance. Collecting customer information helps organizations develop special offers that attract customers. The success of CRM relies heavily on the

transformation of customer information into valuable customer knowledge, as highlighted by Chetioui et al. (2017) [18] and customer information is collected through interactions or touchpoints across all functions or areas of the organization. All parts of the organization or company are constantly updated so everyone benefits, the needs of current and potential customers are considered, and customer-oriented marketing strategies can be fine-tuned to provide profitable products. Knowledge management builds strong relationships with customers. Relationship management (Siddiqi, 2018) [20].

Technology development
Numerous studies have shown that customer relationship management can help companies or organizations collect and analyze customer data, respond promptly through tailored communications, and effectively provide personalized services to customers. Marketing managers often adopt the latest programs to better interact with customers and build profitable long-term relationships. Customer relationship management technology helps companies improve customer satisfaction, increase customer loyalty, and build good relationships with them. In the long run, customer relationship management technology will fail if it is not used properly, The utilization of technology in marketing presents a significant opportunity, as long as you receive accurate information from reliable sources at the appropriate time to make informed decisions (Chetioui et al., 2017) [18]. Most customer relationship management applications are based on technological innovations that can collect and analyze information about customer patterns, develop predictive models, and respond. Provide timely, tailored communications and efficient presentations through the development of information management tools such as databases, data repositories, and technology-driven. This allows companies to build long-term customer relationships (Siddiqi, 2018) [20].

Third: The relationship of relationship management with customer satisfaction: The main goal of CRM is to attract and retain customers while ensuring their satisfaction with the company. Loyalty measures the effectiveness of a company's marketing efforts in satisfying customer needs and increasing customer loyalty to the brand and its products. Thus, it is evident that valuing and satisfying its customers and an understanding that competition is a crucial factor in determining the organizations' positions are fundamentals that have made many companies across the world successful. This effort implies that customer satisfaction can be enhanced by the manner firms perform better compared to competitors in meeting the consumers' wants in terms of products and service delivery.

Fourth: Customer Satisfaction
Based on the findings presented in Table (20), it can be observed that there is a correlation coefficient of (0.677) between the development of technology and customer satisfaction. The determination coefficient is (0.686), and the adjusted determination coefficient is (0.684). These results suggest that approximately (68.4%) of changes in technology, marketing strategies, and sustainable success can be attributed to factors other than technology development. Consequently, it can be concluded that the second main hypothesis is supported by these results.

The second topic: the practical side

In this section, the statistical analysis results were obtained through the utilization of a statistical analysis program called SPSS, version 27. The determination and division of cut-off points or approved tests were conducted in three distinct stages. To calculate the difference between the highest value (5) and the lowest value (1) on the scale, it was divided into three levels, resulting in an equivalent value of 1.33, which was subsequently added to the lowest value (1) on the scale to establish the upper limit and significance of each category. The process is further elaborated in Table 3.

Table 3: When determining the arithmetic averages of the Likert scale in terms of axes, distances, and paragraphs, certain criteria are used

Arithmetic averages category	Responsiveness level
1-2.33	Weak
2.34-3.67	Medium
3.68-5	Large

Believe the study tool

In order to validate the accuracy of the research instrument, it is crucial to ensure that it effectively measures the intended variables, while also assessing the quality and reliability of the overall research study. This was confirmed through various means:

First: Obvious Honesty

To evaluate the validity, clarity, and appropriateness of the questionnaire's paragraphs and their alignment with the research objectives, a group of three knowledgeable and capable individuals reviewed the original questionnaire. Their task was to provide their insights and suggest any necessary adjustments or changes. Taking into account the reviewers' feedback and recommendations, modifications were proposed to enhance the questionnaire and ensure its alignment with the research objectives.

Stability of the study instrument

In Table (4), you will find the stability coefficient values for the primary axes, along with their respective subdivision sizes and the number of segments they encompass. The Cronbach's alpha coefficient values demonstrate that all the values exceed 0.7, confirming the stability of the research instrument. This indicates that the instrument was effectively developed, designed, and assessed, successfully meeting the research objectives.

Table 4: Cronbach alpha coefficient for measuring the study instrument

Axis	Dimension	Number of ferries	Alpha Cronbach Laboratories
Customer Relationship Management	Focus on profitable customers	5	0.734
	Organizational dimension	7	0.789
	knowledge management	3	0.701
	Technology development	5	0.722
Total		20	0.821
Customer satisfaction	Customer satisfaction	10	0.866
Total paragraphs of the questionnaire		30 paragraphs	

Descriptive analysis

The calculation of the mean and standard deviation for the resolution axis and its dimensions was performed, and the resulting values can be found in Table (5):

Table 5: Averages and Standard Deviations of Main Axes and Their Dimensions According to Zain Telecom Employees' Estimates (n=250)

Axis	Dimension	Arithmetic mean	Standard deviation	Rank	Rating Level
Customer Relationship Management	Focus on profitable customers.	3.68	0.398	1	Big
	Organizational dimension	3.403	0.385	2	Medium
	knowledge management	3.367	0.574	4	Medium
	Technology development	3.402	0.433	3	Medium
Total		3.463	0.448		Medium
Customer satisfaction		3.359	0.331		Medium

Study results and discussion

First Main Hypothesis: Customer Relationship Management has a statistically significant effect on customer satisfaction.

Table 6: Results of linear regression model coefficients Customer Relationship Management on customer satisfaction

The dimension	Beta	t-test	F	R	R^2	(R^2) Adjusted
Customer Relationship Management	0.911	18.365	275.830	0.76	0.619	0.617
Sig		0.001	0.000			

Dependent variable: Customer satisfaction
Independent Variable: CRM

According to the findings presented in Table (6), the model demonstrates significance with a value of (F=275.839), while the significance level (0.000) is below the threshold of (0.05). There is compelling evidence to support the notion that CRM has a significant and positive influence on customer satisfaction (B=0.911, t=18.653). Additionally, the statistical analysis reveals that this impact is statistically significant, with a p-value of 0.000<0.05, on a moral level. Thus, it can be concluded that CRM directly affects customer satisfaction. reveals that the correlation coefficient between customer satisfaction and customer relationship management is 0.76, which corresponds to a value of 0.619 when adjusted for other factors. This suggests that CRM accounts for 61.7% of the variations in customer

satisfaction, while the remaining 39.3% can be attributed to other variables. Consequently, the findings support the validity of the first primary hypothesis.

First Sub-Hypothesis: Focusing on profitable customers has a statistically significant effect on customer satisfaction

Table 7: Results of linear regression model coefficients Focusing on profitable customers on customer satisfaction

The dimension	Beta	t-test	F	R	R²	(R²) Adjusted
Focusing on profitable customers	0.712	13.209	102.158	0.57	0.649	0.648
sig		0.001	0.000			

Dependent variable: Focusing on profitable customers
Independent Variable: CRM

Table (7) indicates that the era model has a large value, as it is considered to have a large F value (102.158). Moreover, the significance level (0.000) is significantly lower than the elastic significance level (0.05), so it is clear that directing customers towards profitable customers leads to a significant and statistically significant increase in customer satisfaction (B=0.712, t= 13.209). This result is also supported by the significance level, which is also statistically significant (p = 0.000 < 0.05). Therefore, it can be concluded that prioritizing profitable customers directly affects customer satisfaction. There is a strong positive relationship (0.57) between prioritizing profitable customers and customer satisfaction. The coefficient of determination is 0.649, indicating approximately 64.9% of the differences in customer satisfaction. It is worth noting that the remaining 35.1% of the differences are affected by other factors. Based on these results, we can confidently conclude that the first sub-hypothesis is accepted

Second sub-hypothesis: Organizational dimensions have a statistically significant effect on customer satisfaction

Table 8: Results of linear regression model coefficients Organizational dimension on customer satisfaction

The dimension	Beta	t-test	F	R	R²	(R²) Adjusted
Organizational dimension	0.577	12.213	312.545	0.651	0.558	0.547
Sig		0.001	0.000			

Dependent variable: Organizational dimension
Independent Variable: CRM

According to the findings presented in Table (8), the model demonstrates a significant outcome, with a value of (F=312.545), and the observed significance level (0.000) is below the specified threshold of (0.05). The organizational dimension exerts a significant positive influence on the variable of customer satisfaction (B = 0.577, t = 12.213). This influence is statistically significant at a significance level of p = 0.000, which is below the threshold of 0.05. Consequently, it can be concluded that the organizational dimension has a direct impact on customer satisfaction. there is a strong positive correlation (0.651) between the organizational dimension and customer satisfaction. The determination coefficient (0.558) indicates that 55% of the variations in customer satisfaction can be attributed to the organizational dimension. Furthermore, the adjusted determination coefficient (0.548) suggests that 54.8% of the differences in customer satisfaction related to the organizational dimension can be accounted for, leaving 45.2% to be influenced by other factors. Based on these findings, it can be concluded that the second sub-hypothesis is supported.

The third sub-hypothesis: Knowledge management has a statistically significant effect on customer satisfaction.

Table 9: Results of linear regression model coefficients Knowledge management on customer satisfaction

The dimension	Beta	t-test	F	R	R²	(R²) Adjusted
Knowledge management	0.850	15.418	321.145	0.946	0.756	0.755
Sig		0.001	0.000			

Dependent variable: Knowledge management
Independent Variable: CRM

The findings presented in Table (9) demonstrate the model's significance, as indicated by the substantial value of (F=321.145). Furthermore, the significance level (0.000) is notably lower than the threshold of (0.05). Indicates that knowledge management has a significant and positive influence on customer satisfaction. The regression analysis reveals a coefficient of 0.850, (t=15.418), which is statistically significant. Furthermore, the p-value of 0.000 (<0.05) demonstrates that knowledge management also has a significant impact on morale. Hence, it can be concluded that knowledge management plays a crucial role in shaping customer satisfaction. There is a strong positive relationship between knowledge management and customer satisfaction, as indicated by a correlation coefficient of 0.946. The determination coefficient of 0.756 further confirms this relationship, revealing that sales innovation accounts for 75.6% of the variation in customer satisfaction, while other factors contribute to 24.4%. These findings support the acceptance of the third sub-hypothesis.

Fourth Sub-Hypothesis: Technology in Technology Development has a statistically significant effect on customer satisfaction

Table 10: Results of linear regression model coefficients in Technology Development on customer satisfaction

The dimension	Beta	t-test	F	R	R^2	(R^2) Adjusted
Technology Development	0.552	13.323	245.146	0.677	0.685	0.684
Sig		0.001	0.000			

Dependent variable: Technology Development
Independent Variable: CRM

Based on the results presented in Table 10, it is clear that the model has a significant value (F=254.146), with a significantly low level of significance (0.000), which is less than the threshold (0.05). It shows that there is a strong and statistically significant positive relationship between technological development and customer satisfaction (B = 0.552, t = 13.323). The level of statistical significance (p = 0.000 < 0.05) confirms the impact of technological development on customer satisfaction. Therefore, it can be concluded that technological development directly affects customer satisfaction. It can be noted that there is a correlation coefficient of (0.677) between technology development and customer satisfaction. The coefficient of determination is (0.685). These results indicate that approximately (68.5%) of customer satisfaction changes and 31.5% can be attributed to factors other than the development of technology. Therefore, it can be concluded that the second main hypothesis is supported by these results.

Conclusion
Researchers came to several important conclusions, including:
1. Research shows that building strong relationships and trust with customers helps improve their satisfaction. These relationships include good communication, ongoing collaboration with customers, and meeting their needs.
2. Positive ethical impact of combining customer relationship management and customer satisfaction.
3. Technology can be used to build and improve company-customer relationships by using customer relationship management systems (CRMs) to track and analyze customer interactions and improve their experience.
4. Focusing on profitable customers has a positive ethical impact on customer satisfaction.
5. Organizational dimensions have a positive ethical impact on customer satisfaction.
6. Knowledge management has a positive impact on customer satisfaction.
7. Technological development has a positive ethical impact on customer satisfaction.

Recommendations
Based on the study of the role of customer relationship management in customer satisfaction at Zain Telecom Salah El-Din Branch, the researchers have proposed several key recommendations to improve customer experience and increase customer satisfaction. These recommendations include:
1. The company must be prepared to communicate with customers regularly and effectively. Customers can communicate through multiple means, such as email, SMS, social media, etc., to listen to their problems and needs.
2. The company must continuously improve the quality of customer service. This can be achieved by training and developing the work team's customer service skills, providing necessary technical support, and handling complaints quickly and effectively.
3. To guarantee that the company's services will be distinctively unique for customers it should commit to providing considerable innovative services and effective special offers, as well as convenient website and other communication tools interfaces.
4. The development and continuous improvement of the work team's competencies must be a concern for the company. For their improvement in customer service, the company can provide such incentives as training, seminars, and any other forms of education.
5. CRM is one of the modern technological developments that could contribute significantly to refining and improving the way of managing customer relations and further, the successive tracking and analyzing the communication processes. Finally, it is noteworthy that technology contributes positively to the organization's customer relationships and can provide better access to pertinent information and needed services.

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