

NAME-SURNAME: Güliz ÇILDAĞ

TITLE: Customer Relationship Management and An Application In The Insurance Sector

ABSTRACT

Rapid changes such as globalisation, developments in information technology (IT), increasing competition, changes in the customer profile and the integration of internet into our lives are constantly challenging businesses to do radical changes over the recent decades. In accordance with these fast improvements, businesses need to adopt a customer-oriented marketing approach, centering on one-to-one interaction with customers in order to survive and gain a competitive edge. In this respect, the greatest asset of the companies is the Customer Relationship Management. For Customer Relationship Management is a customer-oriented marketing strategy which necessitates constantly keeping in touch with customers in order to promote customer loyalty and satisfaction. According to this approach, businesses can improve real-time communication with customers, can provide solutions to the ongoing matters by determining customer needs and demands and can provide unique values extending beyond customer satisfaction.

In this study, the Customer Relationship Management concept which has emerged with the new marketing approach, its significance and advantages for the insurance sector are presented. In order to examine the current Customer Relationship Management practices, a case study was conducted in the general directorates of the insurance companies in the İzmir region. The survey method was employed as the data collection method. Based on the results of the survey the basic dimensions of Customer Relationship Management perceived by insurance companies were specified.

Key words: Customer, Customer Relations, Customer Relations Management, Insurance, Insurance Businesses