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**CRM FACTORS THAT AFFECT THE FIRM PERFORMANCE IN
TELECOMMUNICATION INDUSTRY IN LIBYA**

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ABSTRACT

By combining the abilities to respond directly to customer requests and to provide the customer with a highly interactive, customized experience, companies have a greater ability today to establish, nurture, and sustain long-term customer relationships than ever before in telecommunication industry in Libya. Data were collected through questionnaire and there were 100 respondents. Findings suggest that customer relationship management factors; information gathering, information processing, information management, customer loyalty and customer retention with firm performance in telecommunication industry in Libya.

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CHAPTER ONE

INTRODUCTION

1.0 Introduction

Libya has emerged from almost two decades of economic isolation, which contributed to the stagnation of its oil industry, the mainstay of its economy, and invariably its telecoms sector. Despite having an old style state-owned monopoly player for the provision of postal and telecommunications services (LPTIC, GPTC), which also operates the country's only Internet service (LTT) and two mobile networks in parallel, Libya's telecommunications infrastructure is superior to those in most other African countries.

By combining the abilities to respond directly to customer requests and to provide the customer with a highly interactive, customized experience, companies have a greater ability today to establish, nurture, and sustain long-term customer relationships than ever before. Customer Relationship Management (CRM) is the new corporate buzzword. It is vital to retain customers, up sell and cross sell and ultimately customize products and services in order to survive in today's fiercely competitive market and win the marketing warfare. Building a long lasting, mutually beneficial relationship with the customer is becoming increasingly important in the present-day context. Customer relationship management or CRM as it is called has been referred to as "the heart" of marketing. Excellent customer service is about being aware of customer needs and reacting to them effectively. CRM helps a company to understand, anticipate and respond to the customers' needs in a consistent way, right across in that organization.

The terms CRM and relationship marketing are used almost interchangeably (Parvatiyar and Sheth, 2000). For example, Berry (1983) defines relationship marketing as "attracting,

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