



Article

Digital Transformation Impact on Customer Relationship Management in the Telecommunication Industry

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Abstract: Customer satisfaction is paramount, and the telecommunication Industries have evolved under the influence of digital transformation. Digital technology has collaborated with artificial intelligence to help businesses function properly in the telecommunication industry. This research helps analyze and discuss digital transformation's influence on management in customer relationship. Concurrent analysis helps this research to analyze and foresee management in customer relationship in telecommunications sector. This study incorporates a quantitative approach under an exploratory design that studies the influencing factors of digital transformation on management in customer relationship. A survey questionnaire was conducted on 300 participants, selected through the technique of simple random sampling. Data collected from the survey questionnaire was computed through SPSS. Pearson Correlation coefficient helped understand linear relationship strength between digital transformation and management in customer relationship. Research results report Pearson correlation, as 0.116, depicting a weak positive correlation between management in customer relationship and digital transformation. The p-value of the correlation is 0.044, at significance level=0.05. It rejects the null hypothesis and accepts the alternative hypothesis that shows a 4.4% chance of likelihood that the interdependence of the two variables is due to chance. Moreover, the results of the research are statistically significant.

Furthermore, this research argues that the evolution of digital transformation has transformed management in customer relationship. Still, stricter policies and regulations are needed to secure businesses' confidential data. The upgradation of digital transformation has the likelihood that the data can be manipulated, hacked, and interpreted, putting organizations in the telecommunication industry at risk.

Keywords: Management in customer relationship, Telecommunications Industry, Digital Transformation, Customer Satisfaction and Digital Transformation, Pearson Correlation, Linear Regression.

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1. Introduction

The Industrial Revolution has witnessed an exemplary transformation of management in customer experience. Digital technology's involvement in the digitalization of businesses has given ample financial benefits to industrialists and market peers. Similarly, digital transformation has significantly impacted management in customer relationship in the telecommunications sector. It has provided numerous actionable insights and strategies that embrace the aspect of digital innovation with the

practices of management in customer experience and relationship in the telecommunication sectors. The innovation of digitalization in management in customer relationship has reshaped the philosophy and strategies of businesses (Customer Relationship Management: Digital Transformation and Sustainable Business Model Innovation, 2020).

Moreover, this digitization has helped with online purchasing, supporting electronic customers, and launching e-commerce resolutions. However, with the advent of technology, digital interactions have become complex yet compelling. Moreover, in recent times, the world has seen extensive development in digitization from initial engagements to post-purchase support (Kearl, 2019).

Trends that Benefit Digital Transformation in the Telecommunication Sector

Six key technologies and trends are known to the telecommunication industry that fuel digital transformation based on collecting the experiences of customers. It involves personalization, engagement on Omni channel, feedback on customer platforms through real-time analytics, technologies and channels on mobile and social media, developing algorithms through artificial intelligence and machine learning, automation, solutions on self-service, and using chatbots for increased management in customer relationship through digital transformation (Muhammed Fatih Cevher, 2024). Researchers have analyzed the relationship between digital transformation and customer engagement. These researches have benefited artificial intelligence in many ways, giving room to various benefits, such as personalization and enhanced customer engagement, seamless experience Omni channel, innovations in the marketing of customer-centric and data-driven approaches, and improved customer support experience. To mitigate these benefits, the organizations manage to achieve success in digital transformation by strengthening customer trust through securing data protection, implementing the management of processes, and embracing the change in trends of the experiences related to digital customers (Jones, 2021; Dwivedi et al., 2021).

Related Researches on Digital Transformation that Leverage Management in Customer Relationship

Studies investigate how customer satisfaction in the Palestinian telecommunication sector has affected digital transformation methods. It demonstrates that these tactics assist companies in coming up with fresh approaches to market and sell goods, finally satisfying the demands and expectations of their clientele.

Additionally, the study discovered a substantial correlation between management in customer relationship and perceptions of the characteristics of digital transformation strategies. The report suggests that telecommunication providers in Palestine change their business strategies, introduce new digital goods, and embrace cutting-edge technology like the Internet of Things while involving users in creating new products (Raed A.M Iriqat & Ahmad A.R. Jaradat, 2020). (Magatef et al., 2023) examined the management techniques of e-customer relationship (e-CRM) that affected the loyalty of customer loyalty in Jordan's sector of telecommunication. 301 Jordanian internet buyers provided data, and examined with the help of modeling in structural equation. The functional dimension effected on the loyalty of customer, but the dimension of personalization had a negative impact. The quality of perceived relationship of customer positively impacted by the functional and individual dimensions. It suggested that the quality of customer relationship indirectly affected the link between functional dimension and customer loyalty. This study advanced knowledge of connections between e-CRM tactics and customer loyalty in Jordan. It offered tactics implemented by the Jordanian telecommunication sector, to increase client retention. The fourth industrial revolution posed challenges on the telecommunications sector, where artificial intelligence (AI) remains a decision-making factor. Management in customer relationship (CRM) is used

by telecommunication industry to increase output and streamline operations. In order to improve industry's capacity for adaptation and survival, an AI-driven management system in management of customer relationship, offers to manage external relationships, enhances marketing, and validates prospection of consumer data, along with recording operational cases in central locations (Wahyu Sardjono et al., 2023).

Organizations have been greatly affected by the Internet of Things (IoT) and Big Data Analytics (BDA).

It is essential to understand the benefits of technology and the attitude of users toward information systems. This article uses the Technology Acceptance Model (TAM) to assess the perceived benefits and the intentions of using the system of BDA and IoT in telecommunications industry. Multivariate Regression Analysis was used to gather and examine data from 172 users. According to the findings, if consumers believe both systems are helpful and straightforward, they will likely utilize them both. While quality of high quality in IoT is a greatly significant component, the quality of data in BDA aids users in seeing the system's benefits (Ilias Moutzidis et al., 2022).

Scholars investigate how digital transformation techniques affect customer satisfaction in the Palestinian telecommunication industry. It illustrates how these strategies help businesses develop new ways to market and sell their products, ultimately meeting the customer's needs and expectations. Survey also found a strong relationship between views of the qualities of digital transformation initiatives and customer happiness through implementing a management system of customer relationships. The findings show that for Palestine's telecommunication companies to expand, they must modify their business plans, launch new digital products, and integrate cutting-edge technologies like the Internet of Things. Customers should also be involved in creating new items (The Impact of Digital Transformation Strategy on Customer Satisfaction in the Palestinian Telecom Industry | International Journal of Business Excellence, 2021).

Researchers have analyzed interpersonal, organizational, and technological factors that affect worker happiness in Malaysian telecommunication companies. PLS-SEM was implemented to collect and interpret data analysis on 300 employees. Research findings demonstrated a positive relationship between satisfaction, perceived usefulness, and technological, organizational, and individual aspects. Additionally, the study discovered a clear and favorable correlation between job happiness and perceived effectiveness. By examining the effects on numerous factors of employee satisfaction, this study adds value to literature. Adopting performance-enhancing measures can be advantageous for telecommunication management. Future research directions and the study's limitations are explored (Elham Abdulwahab Anaam et al., 2020).

The fourth industrial revolution poses challenges to the telecommunications sector, and artificial intelligence (AI) is a critical factor in decision-making, massive data analysis, and real-time client contact. Management in customer relationship (CRM) is a popular tool telecommunication companies use to increase output and streamline operations. An AI-driven management in customer relationship system might be a superior option for managing external contacts, enhancing marketing and programs in sales, consumer data prospection, and centrally recording cases of operation. This analysis emphasizes how crucial AI is to the survival and growth of the telecommunication sector (Wahyu Sardjono et al., 2023).

Businesses are undergoing a digital transformation because of having to adjust to the customer-driven, ever-changing market realities. Consumers today anticipate timely, location-specific, and device-specific relevant content. Businesses need to use technology to give customers the best possible experience if they want to stay competitive in the "always-connected" market. According to research, 38% of business leaders intend to increase their technology spending to obtain a competitive edge, and 35% think digital transformation leverages them to satisfy the expectations of customers and improve operational efficiency (40%). The customer journey and the requirement for businesses to

use technology to provide a superior customer experience are the driving forces behind this change (SuperOffice, 2024).

TOP BENEFITS OF ADOPTING A DIGITAL MODEL

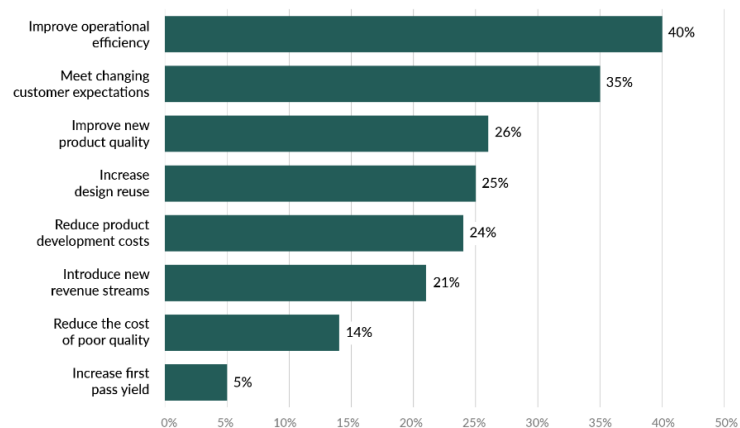


Figure 1: Benefits of Adopting a Digital Model for Enhanced Customer Experience

In conclusion, digital transformation has leveraged the understanding and concept of management in customer relationship. It has dramatically expanded and benefited the telecommunications sector in terms of finance and marketing, as well as adopted artificial intelligence tools to mitigate customer response and upgrade their businesses accordingly.

Research Question

Under the context of this research, this study seeks to find the impact of digital transformation on management in customer relationships in the telecommunications industry. It delves into finding answers to the question, "Is there a relationship between management in customer relationship and digital transformation?"

Research Hypothesis

According to the research subject, it is necessary to analyze if a linear and direct relationship exists between management in customer relationship and digital transformation. The research question, "Is there a relationship between management in customer relationship and digital transformation, this research develops the undermentioned hypothesis:

H₀ There exists, no relationship between management in customer relationship and digital transformation.

H₁= There exists a relationship between management in customer relationship and digital transformation.

2. Materials and Methods

A. Research Design

This research uses a statistical and quantitative approach under an exploratory design to study the influence of digital transformation on management in customer relationships, under the context of developments in the telecommunication industry.

B. Sample Selection

Three hundred respondents were chosen for the research, by employing the technique of simple random sampling. The research sample size was chosen to extend understanding the relationship between digital transformation and management in customer relationships in the telecommunication industry.

C. Inclusion Criteria

Research respondents were selected based on their affiliation with the telecommunication industry. The study's inclusion criteria included professionals, industry experts, employees in the customer relationship department, marketing professionals, and company management employees. It also included professionals who work in big data analytics that drive information through data-driven and algorithmic approaches powered by artificial intelligence and digital transformation of the real world.

D. Exclusion Criteria

The exclusion criteria of the research included respondents who were not affiliated with working in the telecommunication or the artificial intelligence industry. Moreover, employees not part of a customer representation department were also excluded from the research criteria.

E. Research Criterion

The research conducted by (Yogi Sugiarto Maulana et al., 2021) was taken as an inspiration. The study consisted of dependent and independent variables. However, in this research, management in customer relationship was considered dependent variable, whereas digital transformation was used as an independent variable. The variable of management in customer relationship was incorporated to understand the customer representatives' identification, individualization, interaction, integration, and integrity through the management in the customer relationship tool. The variable of digital transformation was incorporated to understand product/service quality under the influence of e-commerce. It helped analyze the relationship of marketing with the customer representatives through the use of artificial intelligence tools, the program of loyalty promotion in customer service providers who use digital tools to attract potential customers, the complaint system, which is driven by artificial intelligence and tailored algorithms, the program incorporated by the organization that provides the employees, a raise due to performance improvement, and the educational training of the customer representatives on effectively using the artificial intelligence tools.

F. Data Collection

Primary data for the research was collected by incorporating Likert scale, demonstrated to produce answers to the research question: "Is there a relationship between management in customer relationship and digital transformation?" The research analyzed the answers from the questionnaire distributed to the study's respondents. The Likert scale helped measure respondents' arguments, perceptions, and social phenomenon in the telecommunication industry. The Likert scale included numbers corresponding to the options given in the scale (1; strongly agree, 2; agree, 3; neutral, 4; disagree, and 5; strongly disagree).

G. Data Analysis Technique

The research used the SPSS software to analyze the impact of digital transformation on management in customer relationships in the telecommunications industry. Product moment correlation coefficient analysis and simple analysis of regression were measured to ascertain the significance and impact of the two variables on each other and draw conclusions from the hypothesis derived based on the research context.

3. Results

The data was analyzed to study the effect and impact of digital transformation on management in customer relationship in telecommunication industries. Quantitative

measurements on correlation coefficients, determination coefficients, and regression analysis were analyzed.

Pearson Correlation Coefficient

The research utilizes the statistical product and solution service (SPSS) program to determine the correlation value between two variables. Table 1 shows the results of the analysis.

Table 1: Pearson Correlation

		CRM	DT
CR M	Pearson Correlation	1	.116*
	Sig. (2-tailed)		.044
	N	300	300
DT	Pearson Correlation	.116*	1
	Sig. (2-tailed)	.044	
	N	300	300

*. Correlation is significant at the 0.05 level (2-tailed).

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	DT ^b	.	Enter

a. Dependent Variable: CRM

b. All requested variables were entered.

Table 1 shows the value of Pearson Correlation for dependent variable, management in customer relationship, and independent variable, digital transformation. Pearson correlation value for digital transformation is 0.116, whereas the Pearson correlation value for management in customer relationships is 1.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.116 ^a	.014	.010	.54647

a. Predictors: (Constant), DT

The result of the correlation coefficient is 0.166. Table 2 shows the correlation between digital transformation and management in customer relationship.

Table 3: Interpretation Guidelines

Coefficient Level	Relationship Category
0.00-0.199	Very low
0.20-0.399	Low
0.40-0.599	Medium
0.60-0.799	High
0.80-1.000	Very High

Correlation coefficient helps to understand linear relationship strength between the independent variable, digital transformation, and the dependent variable, management in customer relationship. Based on the interpretation guidelines in Table 3, the results

show a weak positive correlation between management in customer relationship and digital transformation.

Determination Coefficient

Table 4: Coefficients
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.360	.148		15.982	.000
	DT	.110	.055	.116	2.020	.044

a. Dependent Variable: CRM

The effect of digital transformation on management in customer relationship is measured using the coefficient of determination. Table 4 shows determination coefficient results. Significance value of digital transformation is 0.044. Results show digital transformation influence on management in customer relationship is 4.4%. It shows a 4.4% likelihood that the interdependence of the two variables is due to chance. P-value < 0.05 is statistically significant, where the null hypothesis is rejected. P-value > 0.05 accepts the null hypothesis, where the results are statistically insignificant (P-Value: What It Is, How to Calculate It, and Why It Matters, 2024). In similar contexts, the (p-value=0.044), at significance level=0.05, thus rejects the null hypothesis. Moreover, research results are statistically significant. Based on the results in Table 4, the null hypothesis is rejected, and the alternative hypothesis is accepted. The results further clarify on the existence of relationship between digital transformation and management in customer relationships. This also includes that the existence of relationship between the two variables leverages the evolution of digital transformation. Moreover, based on the alternative hypothesis, it can also be concluded that there is a positive impact of digital transformation on the management in customer relationship.

Regression Analysis

Table 5: Regression Analysis

Model		ANOVA ^a				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.218	1	1.218	4.079	.044 ^b
	Residual	88.991	298	.299		
	Total	90.209	299			

a. Dependent Variable: CRM

b. Predictors: (Constant), DT

Regression analysis is a quantitative statistical method to estimate dependent and independent variables relationship. It analyzes variable strength to understand and assess the modeling and future of variable relationship. Table 5 shows regression analysis between the dependent variable, management in customer relationships, and the independent variable, digital transformation. F=4.079, and (p=0.044), as significance level=0.05, indicating a highly significant difference between the group means of digital transformation and management in customer relationships. This also shows that the two variables are co-dependent, thus signifying that digital transformation significantly and substantially impacts management in customer relationship in the telecommunications industry.

Reports explores the emergence of digital technologies that has changed the producer-consumer dynamic. Using grounded theory analytical approaches, it offers an extensive assessment of management and information systems literature. According to the

report, the main forces behind these shifts are consumer-centricity, digital density, and digital interconnection. In addition to offering guidance on navigating this issue for information technology and business managers, the study presents a helpful framework for future multidisciplinary research.

The significance of comprehending and adjusting to these shifts is highlighted by the increasing influence of digital technology in organizations and society (Piccinini et al., 2015).

Digital transformation describes the growing usage of digital technologies that has affected society and industry. Based on an analysis of 41 frameworks, several areas could be improved. Concepts of society's role, evolution across time, and digital transformation drivers are consolidated into newer frameworks. These exchanges are divided into 23, digital transformation interactions, under six categories. This viewpoint advances our knowledge of digital transformation on a broad scale and can be applied to future studies to produce novel insights. This paper may begin with a unifying understanding of digital change (Ziboud Van Veldhoven & Vanthienen, 2021). Research highlights the conceptual evolution of this subject by analyzing 217 articles from prestigious business and management journals using various techniques. It then suggests a synergistic framework that connects digital transformation research with business and management (Kraus et al., 2022).

The book *Customer Relationship Administration* examines the advantages of a globally integrated approach to CRM administration. Identifying which clients are most likely to become successful long-term partners will give a market leader a competitive edge. The book integrates subjects like knowledge management, overall quality management, and relationship marketing to provide an academic and practical viewpoint on the significance of CRM in a worldwide context. It uses a "learning by doing" methodology and offers six case studies to assist readers in becoming CRM consultants. Business leaders and business students who want to learn more about a relationship management strategy that will be more and more crucial in the future should read this book (Raab et al., 2016).

Malaysian e-commerce users intend to make online purchases, affected by digital marketing. The relationship's mediating role of management in customer relationship (CRM) was also investigated. Two hundred two internet buyers in the Klang Valley region provided data via self-administering questionnaires and employing a snowball sampling technique. The research findings demonstrated that online purchase intention was a significant positive, thus impacted by digital marketing. Nevertheless, it was discovered that CRM had no discernible mediation impact. To assess digital marketing influence on online buying intention in Malaysian e-commerce, the study offered digital marketing and purchase intention inspired structural. Future research potential and their ramifications were explored (Dastane, Dr Omkar, 2020; Payne, 2016; Anmar Kamalaldin et al., 2020; Abayomi Baiyere et al., 2020; *Implementing Social Management in customer relationship: A Process Framework and Implications in Tourism and Hospitality* | Emerald Insight, 2015).

4. Conclusion

Under the umbrella of digital transformation, customer happiness has become increasingly vital and has changed the telecommunications sector. Artificial intelligence and digital technology have come together to support the smooth operation of telecommunications companies. This study contributes to analyzing and discussing how digital transformation affects management in customer relationship. This research forecasts management in customer relationship in the telecom sector is aided by concurrent analysis. This study uses an experimental design and a quantitative approach to analyze elements that influence management in customer relationship because of the digital transformation. The techniques of simple random sampling was implemented to

select 300 participants for a survey questionnaire. The Pearson Correlation coefficient was utilized through SPSS software to compute the data obtained from the questionnaire. Understanding the strength of linear relationship between management in customer relationship, and digital transformation, was made easier, by computing the correlation coefficient. The study's findings indicate that the Pearson correlation coefficient is 0.116. It demonstrates the weak positive link found between digital transformation and management in customer relationship. At 0.05 significance level, the correlation's (p-value=0.044) indicates rejection of the null hypothesis. The probability that the two variables' dependency results from chance of 4.4%. Additionally, the study's findings have statistical significance. Additionally, this study advances the argument that while the advent of digital transformation has revolutionized the field of management in customer relationship, more robust rules and regulations are still required to protect sensitive company information. The possibility of data manipulation, hacking, and misinterpretation increases with the advancement of digital transformation, further endangering organizations in the telecommunications sector.

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