# SECTION 5. PROSPECTS FOR THE DEVELOPMENT OF DIGITAL MARKETING

## DIGITAL TOOLS FOR IMPROVEMENT CUSTOMER RELATIONSHIP MARKETING IN THE TELECOMMUNICATION COMPANY

**Ferangiz Abdurakhmonova**
*Transport and Telecommunication Institute*

**Irina Kuzmina-Merlino**
*Doctor of Economic Sciences, Professor,*
*Transport and Telecommunication Institute*
*Riga, Latvia*

Introduction. Customer relationship marketing is a technique based on a company client relationship and their loyalty. Using feedback from the clients and customer data, a company utilizes the customer relationships marketing with the goal to provide an excellent service and to build sustainable relationships with its customers. While mobile communication services need to reconstruct its organization and offer digitalization products, offer its customers and employee more convenient conditions in the era of digitalization and innovative technologies requiring high speeds and sustainable internet and television services in digital format to the population. Telecommunication services mean the transmission and retrieval of voice or other audio signals, images or other data over a distance by means of an electrical or optical signal for a wired communication network or by means of electromagnetic waves for a wireless communication network (Goldstein, 2012).

The aim of the article is to explore how the telecommunication company organizes digitalization process in terms of the employees and customers and develop recommendations how to improve relationship marketing using modern intelligence marketing tools for improvement of a company performance.

The Case Company's Business Description. Relationship marketing is a type of advertising that developed of direct answer advertising; rather than

individual purchases, it highlights the establishment of lengthier customer relationships. Blery&Michalakopoulos (2006) interpret the marketing of relationships as a strategic weapon that makes the structured expansion of the continued combination of business relationships a major source of existing rivals' supremacy. By the opinion of (Dza et al., 2019) relationship marketing consists of several common: Commitment, Trust, Communication, Conflict handling, Bonding, Competence. The case company, which is an object of the research, is a provider of digital services and services. Seems to provide Wi-Fi access system, digital Cable, mobile, regional and lengthy telephone telecommunications, etc. It is an industry leader in high-speed Broadband internet, pay TV, information processing and analysis, and cybersecurity. The case company has a call center, which develops and improves its financial performance by implementing different marketing strategies. One of them is under developing – relationship marketing. The company needs a set of products for both the household in the mainstream market, covering advanced communication services and mobile Smart Home solutions, virtual classrooms, computer users, etc.

The authors developed three research questions:

RQ1: What digital marketing tools can be used by telecommunication company for improvement the process of relationship marketing?

RQ2: Which marketing strategy might be the most appropriate by telecommunication company according to literature review and practical survey results?

RQ3: How implementation of digital tools in the process of customer relationship is connected with a company performance?

**Digital tools for communications**

There are many digital tools in the area of the telecommunication industry. However, the author emphasizes the two programs for sales managers and clients to maintain and improve relationship-marketing strategy. There are following:

1) For sales managers and operators of call centres of the case company the CRM system with all needed features such as ACD – automatic call distribution – is the basic functionality of call centre applications, responsible for the distribution of incoming traffic, or outgoing traffic in the autodial mode between call centre operators. In this case, the duration of the conversation is designated as ATT – average talk time.

2) For clients and creating an individual tariff plan of the case company is Call detailing a report that displays information about incoming and outgoing calls, SMS, Internet connections. There are some examples with descriptions: a) Bill details (Calls, SMS without text, mobile internet); b) Details of calls with indication of the location of the subscriber; c) Details of SMS with text

(Decryption of SMS texts); d) Number detailing with display of call attempts / missed calls; e) Archival detailing; f) Detailed detailing with verification of each number / contact; j) Detailing with displaying IMEI (to identify the telephone set).

All of these types can be used as a marketing tool, especially, for creating individual tariff plans for each client of the case company to calculate average scores of internet, SMS, calls and interactive TV which use each client. Allowing the clients to see the information in their personal dashboard after becoming clients with individual tariff plans and usual clients become more loyal towards the company through digitalization. Individual plans are needed to establish a stronger relationship marketing strategy between the company and its customers. As a result, clients become loyal towards their company, buy more services or it to others - the loyalty of customer, and repeat purchase and customer delight of the company will be increased.

**Marketing Strategy.** The author did literature review about customer marketing strategies and decided to check if relationship marketing is the most appropriate one for telecommunication company. In order to understand, study and make the most accurate and correct conclusions about the necessity to apply a relationship marketing strategy in practice, the author of the work conducted a survey of 250 clients of the company as part of a call centre project. The authors created 24 statements for each 5 factors: the quality of service, the perception of price, the image of brand, the offered value and the loyalty of customer, which are the main components of relationship to check impact of customer relationship marketing. All 250 customer responses were analyzed using Excel and IBM SPSS Statistics Subscription for Windows and presented in this paper. Analysis of customers' survey answer by the Likert scales and descriptive statistics to check whether the given data is reliable and interconnect to make conclusions about impact of digitalization process along with relationship marketing. One of the good particular examples is the correlation of the Spearman through two tailed statistical meaningful tests at 0.01 levels was conducted to assess the power of the interaction and the accuracy of the relationships between the variables (Wallnau & Gravetter, 2005). A correlation matrix demonstrating the statistical meaningful of the relationship of variables is written on Table 1.

All marketing partnership strategies are found to be associated with consumer satisfaction significantly (statistically) and positively. Service quality is associated strongly and favorably with the loyalty of customer (0.473). The perception of price is highly and positively associated with the loyalty of customer (0.674). The offered value correlates strongly and favorably with the loyalty of customer (0.774). The image of the company correlates strongly and positively with the loyalty of customer (0.571).

Table 1
Spearman's Correlations (developed by the authors based on Godfred, 2013)

**Correlations**

| | | | Service_quality | Price_perception | Brand_image | Value_offered | Customer_loyalty |
|---|---|---|---|---|---|---|---|
| Spearman's rho | Service_quality | Correlation Coefficient | 1,000 | ,600** | ,480** | ,588** | ,473** |
| | | Sig. (2-tailed) | . | <,001 | <,001 | <,001 | <,001 |
| | | N | 250 | 250 | 250 | 250 | 250 |
| | Price_perception | Correlation Coefficient | ,600** | 1,000 | ,726** | ,874** | ,674** |
| | | Sig. (2-tailed) | <,001 | . | <,001 | <,001 | <,001 |
| | | N | 250 | 250 | 250 | 250 | 250 |
| | Brand_image | Correlation Coefficient | ,480** | ,726** | 1,000 | ,727** | ,571** |
| | | Sig. (2-tailed) | <,001 | <,001 | . | <,001 | <,001 |
| | | N | 250 | 250 | 250 | 250 | 250 |
| | Value_offered | Correlation Coefficient | ,588** | ,874** | ,727** | 1,000 | ,744** |
| | | Sig. (2-tailed) | <,001 | <,001 | <,001 | . | <,001 |
| | | N | 250 | 250 | 250 | 250 | 250 |
| | Customer_loyalty | Correlation Coefficient | ,473** | ,674** | ,571** | ,744** | 1,000 |
| | | Sig. (2-tailed) | <,001 | <,001 | <,001 | <,001 | . |
| | | N | 250 | 250 | 250 | 250 | 250 |

**. Correlation is significant at the 0.01 level (2-tailed).

In conclusion, the high interconnection of the quality of service and the loyalty of customer shows whether the quality of services increases, the loyalty of customer increases and vice versa.

**Impact of Customer Relationship Process on a Company Performance.** The figure below presents the model of process digitalization along with relationship marketing attitude and its impact on a company performance.
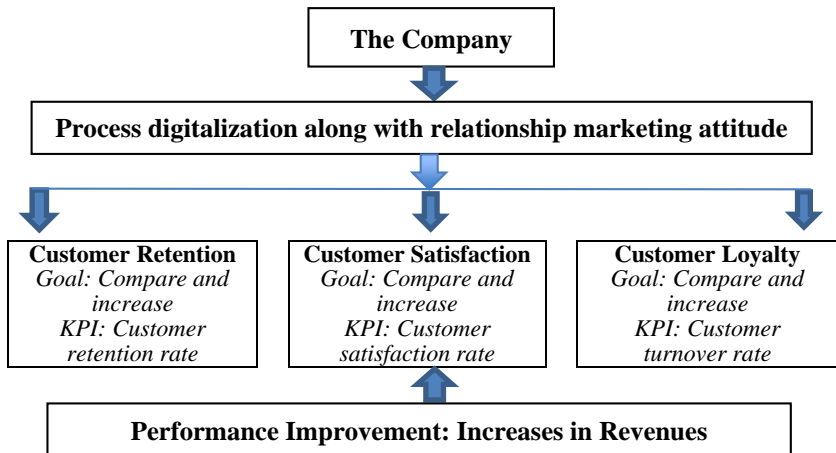


**Figure 1. Impact of Customer Relationship Process
on a Company Performance**

**Conclusion.** The authors considered process digitalization along with relationship marketing attitude to be the most essential marketing strategy for the telecommunications company and their call centres, compared to other types of marketing strategies. The authors explained the strategy for sales managers, where the sales manager leads and controls the business relationship between his or her attracted client and the company from start to finish and digital tools that will help through the creation of an individual tariff plan transform existing clients into loyal ones of the case company.

## References:
1. Michalakopoulos, M. & Blery, E. (2006) Customer relationship management: A case study of a Greek bank. *Journal of financial services marketing*, 11(2), 116–124.
2. Oduro, R. & Dza, M. (2019) Relationship Marketing: A Strategic Tool for Sustainable Competitive Advantage, the article in GIS-Business, pp. 55–58.
3. Wallnau, B. L. & Gravetter, J. F. (2005) Essentials of Statistics for Behavioral Science. Quebecor World/Taunton, United States of America.
4. Гольдштейн Б. С. Сети связи. Новосибирск, М., 2021. 256 с. URL: https://core.ac.uk/download/pdf/46462306.pdf.