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**Universiti Utara Malaysia**

**MASTER THESIS**

**FACTORS AFFECTING CUSTOMER RELATIONSHIP MANAGEMENT  
IN UZBEKISTAN TELECOMMUNICATION INDUSTRY**

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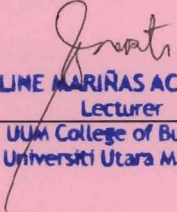
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## **ABSTRACT**

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 Uzbekistan. Data were collected through questionnaire and there were 100 respondents. Findings suggest that customer relationship management factors; customer needs and expectation, effective customers' performance, customer loyalty, and factors that dissatisfy customers in telecommunication industry in Uzbekistan.

## TABLE OF CONTENTS

### CHAPTER ONE: INTRODUCTION

1.0 Introduction .....	1
1.1 Problem Statement .....	6
1.2 Research Objectives .....	7
1.3 Research Question .....	8
1.4 Significance of the Study .....	8
1.5 Scope of the Study .....	9
1.6 Organization of the study .....	9
1.7 Research Framework .....	10
1.7.1 Dependent Variable .....	11
1.7.2 Independent Variables .....	11
1.7.3 Customer needs and expectations .....	11

### CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction .....	13
2.2 Customer Relationship Management (CRM) as a Business Strategy .....	13
2.3 E- CRM .....	15
2.4 Customer Relationships Management Definitions .....	16
2.5 Customer Loyalty .....	17
2.6 Customer Relationship Management and Service Quality.....	21
2.6.1 Customer's perception of quality ... ..	21
2.6.2 Gaps between customer expectations and perceptions .....	22

2.6.2. A. The Management Perception Gap .....	23
2.6.2. B. The Quality Specification Gap .....	23
2.6.2. C. The Service Delivery Gap .....	23
2.6.2. D. The Marketing Communication Gap .....	25
2.6.2. E. The Perceived Service Quality Gap .....	26
2.7 Hypotheses. This study will investigate on the impact of CRM practice by mobile operators in Uzbekistan on customers using the following hypotheses .....	27

**CHAPTER THREE: RESEARCH METHOD**

3.1 Research Design .....	28
3.2 Sample and data collection .....	28
3.3 Variables and Measurements .....	29
3.4 Data Analysis Technique .....	29
3.5 Descriptive Statistics .....	29

**CHAPTER FOUR: FINDINGS, DISCUSSION, CONCLUSION AND RECOMMENDATION**

4.1 Introduction .....	30
4.2 Customer Needs in a Telecommunication Package .....	30

4.3 The Expectation of the Customer in the Telecommunication Package .....	32
4.4 The Expectation of Customer Practices and Services in Mobile Operator .....	34
4.5 The Effect of Customer Patronage in the Mobile Operator Services .....	36
4.6 Factor that Cause Dissatisfaction Among Customers on a Mobile Operator .....	38
4.7 DISCUSSION AND CONCLUSION .....	40
4.8 RECOMMENDATION .....	41
<b>REFERENCES</b> .....	<b>42</b>



## LIST OF TABLES

Table 1	Customer Needs in a Telecommunication Package .....	31
Table 2	The Expectation of the Customer in the Telecommunication Package .....	33
Table 3	The Expectation of Customer Practices and Services in Mobile Operator .....	35
Table 4	The Effect of Customer Patronage in the Mobile Operator Services .....	37
Table 5	The Factors that Cause Dissatisfaction in Customer on a Mobile Operator .....	39

## LIST OF FIGURES

Figure 1	Percentage of Customers Needs in Telecommunication Package .....	32
Figure 2	The Percentage of Customer`s Expectation in a Telecommunication Package .....	34
Figure 3	The Percentage of the Expectation of Customer Practices and Services in Mobile Operator .....	36
Figure 4	The Percentage of the Effect of Customer Patronage in the Mobile Operator Services .....	38

## **LIST OF APPENDICES**

<b>Appendix A: The Questionnaire.....</b>	<b>45</b>
<b>Appendix B: The Questionnaire in Russian Language.....</b>	<b>51</b>
<b>Appendix C: The Result of Frequency Analysis.....</b>	<b>56</b>

## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Introduction**

Uzbekistan has emerged from almost two decades of economic isolation. Being isolated for sometime contributed to the stagnation of its primary industries, the mainstay of its economy, and invariably its telecommunication sector. Despite having an old style state-owned monopoly player for the provision of postal and telecommunications services (MTS, Beeline), which also operates the country's Internet services (UzSarkor, TPS, UzConnect and etc.) and two mobile networks in parallel, Uzbekistan telecommunications infrastructure is superior to those in most other Central Asian 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 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 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. Customer Relationship Management helps a company to understand, anticipate and respond to the customers' needs in a consistent way, right across in that organization.

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