

**CUSTOMER RELATIONSHIP MANAGEMENT AND ITS EFFECTS ON  
ORGANIZATIONAL PERFORMANCE  
(A STUDY OF JUSTRITE SUPERSTORES, OTA, OGUN STATE)**

**ANIH, UGOCHUKWU JOHN**

**10AB010318**

**JUNE, 2018**

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(A STUDY OF JUSTRITE SUPERSTORES, OTA, OGUN STATE)**

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**BEING A PROJECT SUBMITTED IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR THE AWARD OF MASTERS OF SCIENCE (M.Sc)  
DEGREE IN BUSINESS ADMINISTRATION OF THE DEPARTMENT  
OF BUSINESS MANAGEMENT, SCHOOL OF BUSINESS,  
COLLEGE OF DEVELOPMENT STUDIES,  
COVENANT UNIVERSITY, OTA,  
OGUN STATE, NIGERIA**

**JUNE, 2018**

## ACCEPTANCE

This is to attest that this dissertation is accepted in partial fulfillment of the requirements for the award of a Masters of Science degree in Business Administration in the Department of Business Management, College of Business and Social Sciences, Covenant University, Ota, Ogun State.

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Sign and Date

## **DECLARATION**

I Anih Ugochukwu John (10AB010318) declare that this research work was carried out by me under the supervision of Prof. Chinonye Love Moses of the Department of Business Management, Covenant, Ota, Ogun State. I attest that the project has not been either wholly or partly submitted for the award of any degree elsewhere. All sources of data and scholarly information used in this project are duly acknowledged.

Anih Ugochukwu John  
(Researcher)

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Signature & Date

## CERTIFICATION

We certify that this project titled “Customer Relationship Management and its effect on Organizational Performance” is an original work carried out by Anih Ugochukwu John (10AB010318) of the Masters of Science in Business Administration program of the Department of Business Management, College of Business and Social Sciences, Covenant University, Canaanland, Ota, Ogun State, Nigeria. We have examined the work and found it acceptable for the award of the Masters of Science in Business Administration.

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## **DEDICATION**

This work is dedicated to God Almighty for his mercies bestowed upon me throughout the period of conducting this research work.

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## ABSTRACT

This study sets out to evaluate customer relationship management and its effect on organizational performance, using the employees of Justrite Superstores as a case study. Organizations now endeavor to ensure that effectively implemented customer relationship management activities results in an improved performance which consists of firm's profitability, productivity, increased market share and sales volume and ultimately customer satisfaction. This study looks at the following objectives: determining if the customer's value increases the firm's profitability, examining if rapidly responding to customer's demand increases the sales volume of organizations, investigate if a significant relationship exist between constantly appreciating customer's patronage and customer satisfaction, evaluate whether the stimulation of customer's desire for patronage results in the market share increase of the firm, and examining if the use of information technology in customer relationship management helps to boosts the firm's productivity. This study utilized the descriptive and survey method to carry out this research, having a population size of 150 employees of Justrite Superstores. A sample size of 120 was selected using Godden (2004) sample size calculation technique. 107 questionnaires were retrieved from the field, and analyzed producing results that culminated into the research findings. This study majorly found out that the entire alternative hypothesis was accepted and the null hypothesis rejected. However, based on the findings, recommendations drawn include: Firms should ensure that the organization is not understaffed so as to rapidly respond to customers demand, thereby increasing sales volume. Managers must ensure that they have an effective geographical information system that will aid delivery drivers to promptly deliver goods to customers. Managers must engage social media platforms to advertise goods and various promos. Managers should ensure that flexible payment plan should be made available for the customers. Managers should ensure that there delivery vans are available and effectively maintained to ensure prompt delivery of goods to customers. Managers can explore the option of introducing brand ambassadors to aid in boosting the sales volume of the firm's products.

Keywords: Customer relationship management, customer satisfaction, information technology, organization, organizational performance, profitability.

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