

The Use of Relationship Marketing Concept Based on Customer Value and Satisfaction In the Insurance Sector in Jordan and Palestine  
' Comparative Study'

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*Abstract*

Recently, the customer orientation had represented the adage of marketing activities in practice. At the same time, the goal of relationship marketing has been the control of customer relationships, each consists of a combination of various independent transactions.

The most obvious features of relationship marketing is market segmentation and targeting the customers who are likely to add more value to the company.

Emphasis on customer retention also fits well within the central goal of marketing activities. The focus is founded on the belief that customer retention promises economic performance in the areas of both turnover and costs.

Paying the same attention to all customers is not valid any more according to Relationship concept and the phrase "The customer is always right," is under question for the main aim is to build cement relationships with customers who add more value to the organization through tailoring marketing strategies that meet their needs more effectively.

One of the areas that the applications of this concept have a chance to succeed, is the field of Insurance. In this sector, the concentration is on the old customer more than the new one who has unknown record both in risk and credit.