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## **ANALYSIS OF CUSTOMER RELATIONSHIP DEVELOPMENT**

***Abstract:** The focus of this paper is on customer relationship development. The goal of our research study was to identify and analyse the indicators of customer relationship development in human resources recruitment / leasing companies. The indicators were made sequentially operational in order to translate customer relationship development into specific activities designed to increase business performance. The final purpose of the research is to determine the strength of the relationship between business performance and customer relationship. This paper presents the research results and discusses the appropriateness of the customer relationship indicators applied in human resources recruitment companies. It is a part of the research project VEGA 1/0652/10.*

***Key words:** customer focus, market orientation, business performance, customer satisfaction*

**JEL:** M 15

### **Introduction**

This paper offers an example of how customer relationship development can be measured and adapted in a specific sector of companies.

In the following section an overview of the theory is presented. Then we provide a description of the empirical research and the variables used in the analysis. The results of the analysis are then explained and followed by a discussion of the main conclusions.

### **Theoretical Background and Research Hypotheses**

Marketing literature provides various definitions of market orientation. Kohli, Jaworski and Kumar [4] distinguish three main themes among the definitions of market orientation:

1. customer focus
2. coordinated marketing
3. profitability.