

Customer Relationship Management (CRM) as an entrance to Application marketing excellence at swimming schools in Egyptian sport clubs

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Introduction

The organizations today live in the era of marketing, where the issue of effective marketing is the focus of the concerns of all organizations of all kinds, given the important role that the marketing activity plays as a determinant of the organizations' success. Marketing is a link between the organization and the society in which it operates.

The goal of marketing has become to play two different roles, namely, trying to maintain existing customers, trying to discover new customers, and at the same time working to satisfy them, and this does not come except through adopting modern trends in marketing, the real challenge for anybody or organization is not to produce and provide products and services. Rather, the ability to employ modern technologies in the field of its activities to achieve excellence, and thus

enhance its ability to meet the needs and requirements of customers (2: 63)

Therefore, organizations of various types and sizes seek to achieve excellence in order to ensure its growth, continuity and survival, and thus the topic of marketing excellence has received great attention from researchers, as some have considered it a strategic goal of the organization, and achieving marketing excellence requires the availability of a set of means, including managing the relationship with clients (CRM), Which is also becoming an important topic in light of the transition to knowledge economics and the technological development witnessed in the world covering most areas of life, and affected by business organizations directly or indirectly. (1:52)

In light of the developments witnessed by the world today, and in light of

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many data of the times, marketing takes great importance at the level of organizations, since without effective marketing the institution cannot achieve its goals, therefore it requires sports institutions to arm themselves with market knowledge as one of the most recent concepts that are one of the most important resources. To achieve a competitive advantage, therefore it is necessary to manage institutions in general and sports institutions in particular to adopt customer relationship management (CRM) and build long-term relationships with them and then keep them and consider them as owners of the institution, and this will be enough to achieve competitive advantages if it is applied on the ground. (4:15)

Through the previous presentation, it was necessary to think about multiple and modern ways to improve the marketing performance of swimming schools, which depend on the purposeful and constructive thinking to manage the field of marketing within swimming schools in sports clubs, so the researcher is conducting this study to identify the proposed vision of

customer relationship management (CRM) as an approach to achieve Marketing excellence in swimming schools in Egyptian sport clubs.

Research objective:

The research aims to develop a vision for a customer relationship management (CRM) proposal as an introduction to achieve marketing excellence in swimming schools in Egyptian sport clubs.

Search questions:

1. How well do swimming schools perceive customer relationship management CRM?
2. What is the degree of applying marketing excellence from the management point of view in swimming schools in Egyptian sport clubs?
3. Is there a correlation between customer relationship management (CRM) and achieving marketing excellence in swimming schools in Egyptian sport clubs?
4. What is the proposed vision for customer relationship management (CRM) to achieve marketing excellence in swimming schools in Egyptian clubs?

The terminology used in the search:

Customer Relationship Management (CRM): It is a strategic orientation and system for attracting, acquiring and retaining clients through analyzing their information and understanding their requirements, through a long process that takes into account the reconciliation of the organization's activity and strategy, and aims to consolidate a strong relationship with clients. (1:10)

Marketing Excellence: Is the organization's possession of skills and technology and distinguishes it from competitors from the point of view of clients who interact with it, and who accept this distinction, in a way that achieves them more benefits and values that exceed those provided by other competitors. (3: 104)

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The research procedures

The researcher used the descriptive approach (survey studies) as it is the appropriate approach to the nature of this research

Research Society and Sample:

The research community was identified from the members of the Sports Clubs

Board of Directors, technical and financial managers of swimming pools in Egyptian clubs, directors of swimming schools in Egyptian sport clubs, and teachers of swimming schools in sport Egyptian clubs.

The tools of data collecting

The researcher used forms the questionnaire as a tool for collecting data to achieve the aim of research by designing two forms of questionnaire:

The first questionnaire

Survey of the extent of awareness of swimming schools for customer relationship management (CRM).

The second questionnaire: the degree of application of marketing excellence from the viewpoint of management in swimming schools in Egyptian clubs.

The questionnaires form where it was presented to (10) specialized in the field of sport and management.

The scientific dealings

The truth:

The results of the study conducted on 10 individuals from the research community and from outside the core sample indicated that data

collection tools have acceptable factual coefficients, the researcher calculated the coefficient of internal consistency ratios where the correlation coefficients ranged between (0.76: 0.96) which are statistically significant correlation coefficients at the level of Significance (0.05), which indicates the validity of the first questionnaire (Customer Relationship Management (CRM)). The researcher also calculated the internal consistency validity coefficient, where correlation coefficients ranged between (0.71: 0.95) which are statistically significant correlation coefficients at the significance level (0.05) which refers to the validity of the second questionnaire (Marketing Excellence), because the value of Table R is (0,602)

The stability

The results indicated an acceptable stability of the transactions through correlation coefficients where the researcher found a correction factor (alpha-kronbach). The correlation coefficients for the first questionnaire (Customer

Relationship Management (CRM)) ranged between (0.703: 0.956) which are statistically significant correlation coefficients at the level of (0.05), the correlation coefficients ranged between (0.717: 0.894) which are statistically significant correlation coefficients at the level of (0.05), which indicates the stability of the second questionnaire (Marketing Excellence), where the value of R. is (0,602)

After confirming the scientific coefficients of the data collection tools on the sample, the application was necessary from 10/01/2019 to 15/02/2019

Discussing the results

Below is the researcher presenting the most important results of the study, discussing, and interpreting it according to the nature of each question of the study questions separately?

1- Presentation and discussion of the results of the first question, which states: How well do swimming schools perceive customer relationship management (CRM)?

Table (1)
The relative weight and degree of verification of sample responses
to the extent to which swimming schools perceive customer
relationship management (CRM) N = 90

the hub	M	Phrase	Relative weight	Degree of verification
Relationship Marketing	1	Management is keen to build good relationships with their customers by building trust with them.	0.94	1
	2	The administration adopts a marketing mix for each client.	0.44	3
	3	The administration adopts a business philosophy on customer relations.	0.74	2
	4	The department involves its employees in decisions to improve the relationship with customers.	0.85	1
	5	The swimming school develops integrated programs to implement the marketing of relationships with customers, so that it takes into account the nature of customers, their desires and their special needs.	0.87	1
The sum of the axis			0.77	2
Quality of services	6	Management observes international standards to improve the quality of services provided to clients.	0.68	2
	7	The administration is keen on allocating expenses to obtain high quality to provide its services using modern equipment and technologies	0.75	2
	8	The administration is keen to develop strategic plans that generate new ideas in the quality of the service provided.	0.41	3
	9	The administration builds structural bridges, by providing services that contribute to adding value to customers, which are not present with other competing institutions.	0.95	1
The sum of the axis			0.70	2
Marketing databases	10	Swimming school administration has devices Hardware Sophisticated to store data and information to rely on in its relationship with customers.	0.64	2
	11	Swimming School Administration uses software Software To contact a large number of clients at once management.	0.37	3

Follow Table (1)
The relative weight and degree of verification of sample responses
to the extent to which swimming schools perceive customer
relationship management (CRM) N = 90

the hub	M	Phrase	Relative weight	Degree of verification
	12	The Department uses databases to gain customer loyalty, keep in touch with its customers and design new services.	0.72	2
	13	The administration uses various modern means of communication with customers (such as phone-email - social media - ... etc)	0.87	1
The sum of the axis			0.65	2
Finding value for customers	14	The swimming school administration is distinguished for providing distinguished and varied services to the needs of customers.	0.96	1
	15	Swimming school administration is characterized by the rapid adaptation to the needs of customers.	0.97	1
	16	Management is interested in evaluating customer-oriented services.	0.91	1
	17	Management is keen that there is no difference between the total value of customers and the total cost they pay.	0.93	1
The sum of the axis			0.94	1
Customer acquisition	18	The swimming school staff treats clients in a decent and decent manner.	0.97	1
	19	The administration initiates contacting clients that the administration lost contact with and did not attend school.	0.59	1
	20	The management is distinguished by offering surprises to clients like their celebrations, such as their birthdays.	0.42	3
	21	The administration is keen to complete the services in a way that relaxes the customers.	0.93	1
	22	Management is keen on customer participation in designing new ideas for desired services	0.69	2
The sum of the axis			0.72	2

Follow Table (1)
The relative weight and degree of verification of sample responses
to the extent to which swimming schools perceive customer
relationship management (CRM) N = 90

the hub	M	Phrase	Relative weight	Degree of verification
Strengthen the relationship with customers	23	The administration facilitates the way customers communicate with the swimming school administration	0.89	1
	24	The department works to facilitate customers' access to the information they request.	0.68	2
	25	Management is keen to provide customers with regular information to help them set real expectations.	0.89	1
	26	The administration is concerned with simplifying procedures for running customer transactions, organizing the services provided to them, and expediting the implementation of those services.	0.94	1
The sum of the axis			0.85	1
Customer retention	27	Swimming School Administration maintains its permanent customers by distinguishing them with new offers.	0.96	1
	28	The department works to build good personal relationships with clients.	0.90	1
	29	The swimming school administration strives to follow customer inquiries and complaints.	0.94	1
	30	Management takes customer feedback and criticism very seriously to improve its services.	0.89	1
	31	The swimming school administration monitors and cares for the services provided to customers.	0.90	1
The sum of the axis			0.92	1

Maximum confidence 0.80

Minimum confidence 0.54

The first axis (relationship marketing):

From Table (1) it is clear that the relative weight of the sample

responses to the awareness of swimming schools for customer relationship management) CRM In the axis of marketing relations with swimming schools ranged between (0.44) to (0.94) and the total of the axis (0.77), where the phrases (1, 4, 5) reached the highest level of confidence and this indicates that the administration is keen to build good relations with their customers by building Trust with them, as the department engages with its employees, decisions to improve the relationship with customers. The swimming school also develops integrated programs to implement marketing relationships with clients that take into account the nature of customers, their desires and their own needs, while the term (3) got the average level of confidence and this indicates that Management adopts to some extent the business philosophy on relationships with customers, while the term (2) got the minimum confidence, and this indicates that management does not adopt management marketing mix for

each customer and is the reason for the weak rule of practice.

The second axis (quality of services):

It is clear from Table (1) that the relative weight of sample responses to perceiving swimming schools to manage customer relationships) CRM (At the center of the focus of service quality schools swim ranged to (0.41) to (0.95) and total axis (0.70), reaching a (9) On the upper limit of confidence, and this indicates that the management of swimming schools is building structural bridges, by providing services that contribute to adding value to customers, that are not present with the rest of the competing institutions, while two phrases (6, 7) have been obtained on the average level of confidence and this It indicates that the administration is to some extent observing international standards to improve the quality of services provided to clients and also is keen to allocate expenses to obtain high quality to provide its services using modern equipment and technologies, while the term (8) got the minimum confidence and

this indicates that the administration is not keen on management. I have to develop strategic plans that generate new ideas in the quality of the service provided. The third axis (marketing databases):

From Table (1) it is clear that the relative weight of the sample

responses to the awareness of swimming schools for customer relationship management) CRM (At

the center of marketing databases ' schools swimming ranged weight relative to the views of the sample about this axis between (0:37

phrases) to (0.87) and total axis (0.65), reaching a 13 on the upper limit of

the confidence and this shows that the administration uses various means

of communication. The conversation with clients (such as phone - email - social media,

while expressions (12,10) got the average level

of confidence, and this indicates that the administration is to some extent the management of the

swimming school owns devices)(Hardware Developed to store data and information to depend

on in its relationship with

clients. The administration also uses databases to gain customer loyalty and continue

to communicate with its customers and design new services, while the phrase (11)

got the minimum confidence and this indicates that the swimming school

administration does not use software (Software) To connect with a large number of clients

at once.

Fourth Theme (Finding Customer Value):

From Table (1), it is clear that the relative weight of the sample responses to swimming

schools' awareness of customer relationship management)CRM In the axis of finding

value for customers in swimming schools ranged between (0.91) to (0.97) and the total of the axis (0.94),

where all the phrases of the axis reached (14,15,16,17) on the highest level of trust and

this indicates that the management of swimming schools is characterized by providing Distinctive and

varied services to meet customer needs as it is characterized by rapid adaptation to customer needs

and also concerned with evaluating services directed from the clients' point of view

and is keen on not having a difference between the total value of customers and the total cost that they pay.

The fifth axis (customer acquisition):

From Table (1), it is clear that the relative weight of the sample responses to swimming schools' awareness of customer relationship management (CRM) In the axis of marketing databases in swimming schools, the relative weight of the sample opinions on the phrases of this axis ranged between (0.42) to (0.97) and the total of the axis (0.72), where the terms (21,18) reached the highest level of confidence, and this indicates that the workers in the swimming school The clients are treated in a good and decent way with their social level, as the administration is keen to complete the services in a way that relaxes the customers while the term (22) has obtained the average limit of confidence and this indicates that the administration is keen to some extent on the customer's participation in designing new ideas for the desired services, while the phrases (20,19) on the minimum trust and this indicates that the

administration does not initiate contact with clients that the administration lost contact with and did not hesitate to attend school, and the administration does not provide surprises to clients such as their celebrations such as their birthdays.

The sixth axis (strengthening the relationship with customers):

From Table (1), it is clear that the relative weight of the sample responses to swimming schools' awareness of customer relationship management (CRM) In the axis of strengthening the relationship with customers in swimming schools, the relative weight of the sample opinions on the phrases of this axis ranged between (0.68) to (0.94) and the total of the axis (0.85), where the statements reached (26,25,23) on the highest level of confidence, and this indicates that The administration facilitates the way customers communicate with the swimming school administration, and the administration is keen to provide customers with regular information to help them in setting real expectations. The administration is also

concerned with simplifying procedures for running customer transactions and organizing the services provided to them and expediting the implementation of those services while the term (24) got the average limit of confidence This indicates that management is to some extent facilitating clients' access to the information they request.

The seventh axis (customer retention):

From Table (1) it is clear that the relative weight of the sample

responses to the awareness of swimming schools for customer relationship management) CRM On the axis of retaining customers in swimming schools, the relative weight of

the sample opinions on the phrases of this axis ranged between (0.89) to (0.96) and the total of the axis (0.92), where all the phrases of the axis reached (31,30,29,28,27) on the highest level of confidence This indicates that the swimming school administration maintains its permanent customers by distinguishing them with new offers, and the administration also works to build good personal relationships with

clients. The swimming school administration also strives to follow customer inquiries and complaints. The administration takes customer feedback and criticism very seriously to improve its services. Swimming school to follow the services provided to customers and take care of them.

Through this, the researcher believes that there is a need to implement customer relationship management(CRM)As it is able to effectively manage the swimming schools in question by developing comprehensive changes in them and adopting the modern marketing concept of customer orientation and building a marketing information base to collect detailed information about them in order to provide the required services, and therefore the customer must be the focus of marketing activities, And when applying relationship marketing, the facility focuses on the customer more, by focusing on retaining the customer, heading towards the total value of the customer, long-term relationship, ensuring the customer's service, permanent contact with the customer with the implementation of all these activities with high quality and

also one of the best types of marketing that It is done by the loyal clients who recommend the services of swimming schools, but there are other bodies that represent the market for the mentors to deal with what swimming schools offer and given all the public institutions and sporting bodies that witness the era of globalization, rapid environmental changes and challenges that may lead to exit from the market, thus posing a problem Urgent on its marketing function, therefore the Swimming Schools Administration must adopt all the policies through which it maintains the general satisfaction of the customers and the need to pay attention to Management develops marketing plans in swimming schools, while highlighting the core, effective values that work to ensure interaction with customers, where this can be achieved by applying modern marketing philosophies, and this is what a study indicates .Nowkah (2010) (7) that traditional marketing practices are not applicable after the emergence of contemporary marketing

philosophies, and this can be achieved by managing customer relationships(CRM)Which seeks to establish long-term relationships with customers by creating added value to satisfy customers.

With this, the researcher has answered the first question, "How well do swimming schools perceive customer relationship management (CRM)?"

Presentation and discussion of the results of the second question, which states:

2-" What is the degree of applying marketing excellence from the point of view of management in swimming schools in Egyptian sport club?

To answer the question, the researcher calculated the relative weight and degree of verification of the sample responses to the degree of application of marketing excellence from the viewpoint of management in swimming schools in Egyptian clubs, and the following tables show that:

Table (2)

The relative weight and the degree of verification of the sample responses to the degree of applying marketing distinction from the viewpoint of management in swimming schools in Egyptian clubs n = 65

the hub	M	Phrase	Relative weight	Degree of verification
Marketing creativity	1	Swimming school management services are characterized by continuous renewal.	0.96	1
	2	The administration reduces the prices of its services as a means to achieve market excellence.	0.73	2
	3	Swimming school administration uses innovative phrases to promote its services.	0.78	1
	4	The department motivates its employees to provide ideas for new and innovative services.	0.67	2
The sum of the axis			0.81	1
Intrinsic capabilities	5	Management seeks to achieve customer satisfaction by meeting its needs and expectations.	0.90	1
	6	The swimming school administration provides services to customers at the lowest possible cost.	0.70	2
	7	The administration strives to provide high value service to customers.	0.97	1
	8	The swimming school administration is distinguished for providing distinguished services to clients.	0.93	1
The sum of the axis			0.88	1
The right price	9	Swimming school administration determines its prices compared to other swimming schools.	0.95	1
	10	The increase for contributions is due to the appropriate price of services.	0.89	1
	11	The continued interaction of customers with the management of the swimming school is due to the appropriate price for its services.	0.97	1

Follow Table (2)

The relative weight and the degree of verification of the sample responses to the degree of applying marketing distinction from the viewpoint of management in swimming schools in Egyptian clubs n = 65

the hub	M	Phrase	Relative weight	Degree of verification
	12	The right price for swimming school subscription services is the reason for making profits for it.	0.93	1
	13	The reputation of the swimming school is due to the appropriate school services prices.	0.88	1
The sum of the axis			0.92	1
continuous improvement	١٤	Swimming School Administration is constantly improving the quality of its services and simplifying its procedures.	0.95	1
	١٥	The swimming school administration provides the budget for development.	0.70	1
	١٦	The swimming school administration is developing electronic services as well as constantly updating and maintaining the devices used in its service operations.	0.69	1
	١٧	Continuous improvement is one of the important strategies that the swimming school management continually adopts.	0.88	1
	١٨	The continuous improvement in swimming school management is an incentive for working personnel to better accomplish their tasks.	0.93	1
The sum of the axis			0.83	1

Maximum confidence 0.80 Minimum confidence 0.54

The following is a presentation and discussion of the special results for each axis of this question separately.

The first axis (marketing creativity):

It is clear from Table (2) that the relative weight of the

sample responses in the degree of application of marketing excellence from the point of view of management in swimming schools in Egyptian clubs in the axis of marketing creativity ranged between

(0.67) to (0.96) and the total of the axis (0.81), where the terms (1,3) On the upper limit of confidence This indicates that the administration is distinguished by its continuous renewal services. The swimming school administration also uses innovative expressions to promote its services, while the phrase (4.2) got the average confidence limit, and this indicates that the administration reduces the prices of its services as a means to achieve Excellence in the marketplace also motivates to some extent the management of its employees to provide ideas for new and innovative services.

The second axis (core capabilities):

It is clear from Table (2) that the relative weight of the sample responses in the degree of application of marketing excellence from the point of view of management in swimming schools in Egyptian clubs in the core capabilities axis ranged between (0.70) to (0.97) and the total axis (0.88), where the terms (8, 7,5) On the upper limit of confidence, and this indicates that the

administration seeks to achieve customer satisfaction by meeting its needs and expectations as the administration seeks to provide a service of high value to customers and also the swimming school administration is distinguished by providing distinguished services to customers, while the term (6) On the average threshold of confidence and this indicates that the management is to some extent providing services to clients at the lowest possible cost.

The third axis (appropriate price):

It is clear from Table (2) that the relative weight of the sample responses in the degree of application of marketing excellence from the point of view of management in swimming schools in Egyptian clubs in the axis of creativity, the appropriate price ranged between (0.89) to (0.97) and the total of the axis (0.92), where all the phrases of the axis (13,12,11,10,9) on the upper limit of confidence and this indicates that the management of the swimming school determines its prices compared to other swimming schools, and that the increase

in the size of the contributions in schools is due to the appropriate price for services as well there is a continuation of customers in dealing with schools Swimming to due to the appropriate price for its services, as well as the appropriate price for subscription services to swimming schools is the reason for achieving profits for them, and the good reputation in swimming schools is due to the prices of appropriate school services.

The fourth axis (continuous improvement):

It is clear from Table (2) that the relative weight of the sample responses in the degree of application of marketing excellence from the point of view of management in swimming schools in Egyptian clubs in the axis of continuous improvement ranged between (0.69) to (0.95) and the total axis (0.83), where the terms (18, 17,14) on the upper limit of confidence and this indicates that the swimming school administration works to improve the quality of its services and simplify its procedures continuously, as the administration adopts continuous improvement as

one of the important strategies, as well as the continuous improvement in the management of the swimming school is an incentive for individuals working to accomplish their tasks better While (16,15) phrases got the average confidence limit, this indicates that the swimming school administration provides somewhat the necessary budget for development, and it also works to some extent to develop electronic services, as well as constantly updating and maintaining the devices used in their service operations.

Through this, the researcher sees the interest of the swimming schools under discussion with a high degree of marketing excellence , and t herefore , attention must be paid to promoting the application of marketing excellence in all swimming schools, in order to achieve excellence in the services provided by swimming schools, it helps to provide organizations for their activities and services in a unique way that receives customer appreciation as it means excellence The activities and services provided by swimming schools in a way

that you realize is unique and unique at the level you work at. This is consistent with the study" Edouard V (2000 AD) (32), a study, "Khairy Ali Wausu" (2012 AD) (34), a study. Agarwal Princy, Shukla Vinod Kumar (2013 AD) (31), which recommended the need to apply marketing excellence because of its effect in creating value in the performance of the Foundation's activities, as well as an indication of the organization's uniqueness and excellence in the performance of its activities compared to competitors achieving customer satisfaction and increasing their loyalty,

achieving competitive advantage.

With this, the researcher has answered the second question "What is the degree of applying marketing excellence from the viewpoint of management in swimming schools in Egyptian sport clubs" ?

3- Presentation and discussion of the results of the third question, which states: - Is there a correlation between customer relationship management (CRM) And achieving marketing excellence in swimming schools in Egyptian clubs?

Table (3)

Pearson correlation between customer relationship management (CRM) Achieving and marketing excellence in swimming schools in Egyptian clubs (n = 90)

Supported variable	Independent variables / customer relationship management variables							Overall index
	Relationship Marketing	Quality of services	Marketing databases	Finding value for customers	Customer acquisition	Strengthen the relationship with customers	Customer retention	
Marketing excellence	0.779 **	0.280**	0.186	0.031	0.175	0.121	0.116	0.594**

*Significance level at the level of $0.05 = 0.44$

Table (3) shows the following:

The value of the correlation coefficient was $(.779)**$ (Indicating a relationship between customer relationship management

(CRM)Swimming schools sample research and marketing excellence.

The table also indicates a positive correlation between

the variables of customer relationship management (CRM) Marketing excellence, and the strongest relationship (0,791 **) between marketing relations and marketing excellence, while the weakest relationship (0,031) between customer value creation and marketing excellence, and these relationships mean that the greater the interest in customer relationship management, this is linked morally to achieving marketing excellence. .

This explains that there is a positive (direct) correlation relationship statistically significant between customer relationship management(CRM)And achieving marketing excellence in swimming schools in Egyptian clubs, as the results show that whenever the customer relationship management is (CRM) Available more, the higher the level of marketing excellence in swimming schools in Egyptian clubs.

These results indicate that the higher the degree of interest from management in developing customer relationship management

(CRM)For those working in swimming schools, working to make customer relationship management(CRM) It is the predominant style of thinking when doing business, through (relationship marketing, quality of services, marketing databases, value creation for clients, customer acquisition, strengthening customer relationship, customer retention) greater support for marketing excellence (marketing creativity, core capabilities, appropriate price Continuous improvement) in swimming schools in Egyptian clubs, in light of the positive relationship between the marketing knowledge and the competitive advantage of the club.

With this, the researcher has answered the third question: "Is there a correlation between customer relationship management (CRM) and achieving marketing excellence in swimming schools in Egyptian clubs ?

Presentation and discussion of the results of the fourth question, which states:

4- What is the proposed vision for customer relationship management (CRM) to achieve marketing excellence in swimming schools in Egyptian clubs?

The researcher developed a suggested concept for customer relationship management (CRM) Marketing excellence in swimming schools, and was presented to a

group of experts in the field of sports management to express an opinion on the components of the proposed visualization, and Table (4) illustrates this.

Table (4)
The percentage Of expert opinions of the suggested perception of (CRM) To apply marketing excellence in swimming schools in sports clubs n = 7

M	Variables	Expert opinion			percentage
		Yes	To some extent	No	
First: the concept of the proposed perception					
1	The proposed scenario is a future planning for the management of swimming schools according to the dimensions of customer relationship management) CRM (And based on actual field results through methodological tools to build a general intellectual framework adopted by all forms of sports institutions in order to reach marketing excellence	7	-	-	100%
2	It is an intellectual framework based on the results of the current customer relationship management study) CRM (And its role in achieving marketing excellence in swimming schools in Egyptian clubs.	7	-	-	100%
3	Forming a working group of those working in swimming schools to build new strategic concepts based on customer relationship management)CRM (And marketing excellence.	7	-	-	100%
Second: the proposed philosophy of perception					
1	The proposed conceptual philosophy is based on the concepts and foundations of customer relationship management) CRM ,(As it was developed in the light of marketing excellence, where the proposed conceptual philosophy is based on several points: Swimming schools management convinced of the importance of implementing customer relationship management) CRM (As responsible for implementing this system, which is the basis for marketing excellence.	7	-	-	100%

Follow Table (4)
The percentage Of expert opinions of the suggested perception of (CRM) To apply marketing excellence in swimming schools in sports clubs n = 7

M	Variables	Expert opinion			percentage
		Yes	To some extent	No	
2	Work to create a new added value for customers through their participation in the service provided in swimming schools through customer relationship management (CRM). I.e. establishing a marketing relationship with the client, which represents an important management for future planning with regard to forecasting the number of subscriptions for the various service activities provided by swimming schools, based in its entirety on the analysis of the marketing performance achieved for the previous period, and through the marketing database and abandoning old performance methods and taking means by Renewal and development in line with the idea of marketing excellence.	7	-	-	100%
3	The approval of the swimming schools administration and all its employees to adopt a culture of change and practice customer relationship management (CRM) In order to reach excellence through (marketing creativity - core capabilities - the right price - continuous improvement)	7	-	-	100%
4	Working to reduce the resistance of swimming schools management and its employees to the occurrence of development through the development of a wide program of seminars and meetings to develop their capabilities, awareness and awareness of the concept of customer relationship management (CRM) (To reach the marketing excellence of swimming schools.	7	-	-	100%
5	Senior Management Faith, Support, and Support for Customer Relationship Management Implementation (CRM) (That begins with a sense of senior management of the imperative of development and its translation in the form of plans and programs that are implemented and obtaining the approval of all workers to adopt a culture of development and convincing of the feasibility and importance of this development and that there is an urgent need to take it to reach the marketing excellence of swimming schools, as this will help them overcome all the difficulties that face them.	7	-	-	100%

Follow Table (4)
The percentage Of expert opinions of the suggested perception of (CRM) To apply marketing excellence in swimming schools in sports clubs n = 7

M	Variables	Expert opinion			percentage
		Yes	To some extent	No	
6	The philosophy of Customer Relationship Management) CRM Expanding to include supporting workers, developing their capabilities, exploiting modern information technology, defining a clear and comprehensive message and vision for swimming schools in general, and reducing marketing costs to the lowest possible level by relying on targeted and effective marketing campaigns.	7	-	-	100%

Fourth: The elements of successful visualization

1	Designing a contemporary vision to deal with customers in swimming schools by building long-term relationships with customers and then keeping them and considering them as owners of swimming schools.	7	-	-	100%
2	Continuously improving service in swimming schools by responding quickly to customer needs and desires.	7	-	-	100%
3	Increased customer loyalty to swimming schools.	7	-	-	100%
4	Target the best customers with attractive offers.	7	-	-	100%
5	The ability to customize the services and activities provided by swimming schools and adapt them to the needs of customers	7	-	-	100%
6	Excellence in customers and focus on those who are more able to achieve profits	7	-	-	100%
7	Achieve trust, commitment and sharing information between swimming schools and clients.	7	-	-	100%
8	Reducing marketing costs by relying on targeted and effective marketing campaigns	7	-	-	100%

Fourth: The elements of successful visualization

1	Clearly set goals and set timelines for implementing customer relationship management) CRM.(7	-	-	100%
2	Define procedures to implement programs and duties carefully	7	-	-	100%
3	Customer participation in setting goals and methods of implementing customer relationship management)CRM (To reach marketing excellence	7	-	-	100%

Follow Table (4)
The percentage Of expert opinions of the suggested perception of (CRM) To apply marketing excellence in swimming schools in sports clubs n = 7

M	Variables	Expert opinion			percentage
		Yes	To some extent	No	
4	Activate marketing excellence programs as an introduction to the application of customer relationship management) CRM(7	-	-	100%
5	Create more diverse activities that suit clients' preferences and needs	7	-	-	100%
6	Strengthening relationships between the management of swimming schools and their staff, and clients	7	-	-	100%
7	Establishing administrative procedures that contribute to attracting more investments that depend on the activities of swimming schools.	7	-	-	100%
8	Attract attention with quality, innovative and unique marketing offerings	7	-	-	100%
Fifth: Requirements for implementing visualization					
1	Providing all financial and human capabilities to support the activities of swimming schools to reach marketing excellence.	7	-	-	100%
2	Provide media support to attract customer attention internally and externally about the activities of swimming schools.	7	-	-	100%
3	Provide an atmosphere that is appropriate to the requirements of the practice of customer relationship management) CRM(To reach marketing excellence.	7	-	-	100%
4	Diversity in offering different activities to clients through the dimensions of customer relationship management) CRM)Relationship Marketing - Quality of Services - Marketing Databases - Creating Value for Clients - Acquiring Clients - Strengthening Relationship with Clients - Retaining Clients(7	-	-	100%
5	Continuously improving marketing knowledge about customer needs, behavior and motivations.	7	-	-	100%
6	Implement supportive systems to enhance customer knowledge and measure the effectiveness of marketing relationship programs with the customer	7	-	-	100%

Follow Table (4)
The percentage Of expert opinions of the suggested perception of (CRM) To apply marketing excellence in swimming schools in sports clubs n = 7

M	Variables	Expert opinion			percentage
		Yes	To some extent	No	
7	Increased interest in research and development for its role in reaching new services innovation that meets clients' needs and desires, and hence the ability to achieve the required goals.	7	-	-	100%
8	Promote attention to the dimensions of marketing excellence (marketing creativity - core capabilities - appropriate price - continuous improvement), as excellence lays down the rules and requirements for building the capacity of swimming schools, in a way that helps them to survive, grow and continue.	7	-	-	100%
9	Increased interest in creating new services in swimming schools to reach a distinguished position in the market by responding quickly to the needs and desires of customers	7	-	-	100%
Sixth :Follow-up and evaluation methods					
1	Continuous periodic evaluation to find weaknesses and strengths	7	-	-	100%
2	The earnings index assessment to verify the success of the visualization is the number of customers who have been subscribed to the services of swimming schools.	7	-	-	100%
3	Evaluating the level of satisfaction with the services provided by swimming schools.	7	-	-	100%
4	Evaluate the number of future expansions launched by swimming schools that would create a diversity in the nature and size of the activities practiced.	7	-	-	100%

From Table (4) it is clear that the percentage of expert opinions on the proposed concept of customer relationship management (CRM) to apply marketing excellence to swimming

schools in sports clubs ;it has 100% approval from expert opinions.

Conclusions:

Through the findings of the researcher and in the light of the goals of his

questions and research, and based on what has been the statistical procedures and treatments to view the results and interpretation, the researcher reached the conclusions of the following:

1. Level of awareness of employers of the dimensions of customer relationship management (CRM) Relationship Marketing - Quality of Services - Marketing Databases - Creating Value for Clients - Acquiring Clients - Strengthening Relationship with Clients - Retaining Clients)

The average surveyed swimming schools.

2. The interest of all swimming schools researched with marketing excellence in its dimensions (marketing creativity - core capabilities - appropriate price - continuous improvement), and at a high level.

3. To build customer relationship management (CRM) Swimming schools require making comprehensive changes in swimming schools and adopting the concept of marketing excellence represented by customer-oriented (CRM) And building a marketing information base to collect detailed information about them in order to produce the required services.

4. The results of the research showed that there is a positive correlation between customer relationship management (CRM) And achieve marketing excellence.

5. That all dimensions of customer relationship management (CRM) Influence in marketing excellence, and the most influential in marketing distinction is the element of marketing in relationships.

6. Reaching the proposed vision for customer relationship management (CRM) to achieve marketing excellence in swimming schools in Egyptian clubs.

Recommendations:

- 1- The need to adopt the swimming schools surveyed perception of the proposed customer relationship management (CRM) as a working mechanism to develop the relationship with customers in order to achieve marketing excellence in swimming schools in Egyptian clubs.

- 2- Establishing and developing the relationship with customers in order to achieve marketing excellence for swimming schools in light of the current challenges.

- 3- Results of the regression analysis test showed a significant effect of customer relationship management

(CRM) in achieving marketing excellence.

4- Caring for existing customers by providing the service according to their needs and desires (as the cost of acquiring a new customer represents five times the cost of retaining existing customers).

5- The necessity for the researched swimming schools to find a kind of trust and reassurance in their relations with customers in a way that helps them to keep these customers for a long period.

6- Promote attention to the dimensions of marketing excellence, as excellence lays down the rules and requirements for building the capacity of swimming schools, in a way that helps them to survive, grow and continue

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