

Title:

**Tunisian call centers defy the crisis!**

**Impact of the CRM system quality on firm profitability**

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The financial crisis that started in America in 2007, caused a general slowdown in economic activity and recession in several countries (America, Europe, Japan).

Tunisia is among the least economically affected by the financial crisis. The level of production in Tunisia is growing since 2006 and it resist to conditions of the global crisis. Unlike many countries, it recorded a growth rate of GDP from 6.3% in 2008 against 5.1% in 2007 and 4.2% in 2006 (Appendix table1). One of the main factors behind this performance is the boom of foreign and local investment in the business of call centers in Tunisia. The 2009 Report on Competitiveness in Africa ranks Tunisia 36th in the world and 1st place in Africa (Appendix Table 2).

More and more researches are then specialized in the study of the quality of CRM system implemented in Tunisian call centers to understand the key factors of success.

The objective is to maintain this competitiveness, attract more foreign investors and guarantee a stable rate of employability for Diplomas Tunisian.

The aim of our research is to study the importance of the quality of the CRM system implemented in call centers in Tunisia and to measure its impact on the firm profitability in the current economic climate.

We will therefore first present a literature review on the quality of a CRM system.

Then, we explain its direct and indirect impact on the profitability of the business while introducing the concept of customer satisfaction.

Second, we will present our research methodology, explaining the specifics of economic and social context of Tunisia. Finally, we present the main results of empirical research focusing on the managerial implications and recommendations.