

School of higher commercial studies



A dissertation for obtaining the master degree in commercial sciences

Option: Management and entrepreneurship

THEME

“The impact of integrating the CRM within E-Commerce in Algeria” “A case of YASSIR Company”

Submitted by

Mr. ILYES KEROUAZ

Supervised by:

**Dr. WASSIM CHENNOUFI
Lecturer**

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DEDICATION

I dedicate this thesis to my loving family and my dear mom & dad for their unwavering support, encouragement, and belief in my abilities. Their constant presence and encouragement have been my guiding light throughout this journey.

*I would also like to express my deepest gratitude to my supervisor, **Dr. WASSIM CHENNOUFI**, for his invaluable guidance, expertise, and patience. His mentorship has been instrumental in shaping my research and academic growth.*

Furthermore, I extend my heartfelt appreciation to the participants of this study, whose cooperation and contributions made this research possible. Their willingness to share their experiences and insights has greatly enriched the findings.

Finally, I would like to thank all my friends and colleagues who have provided encouragement, assistance, and stimulating discussions throughout the course of this project.

*And to my dear friend **Omer** and **Rahim** and **kimo** and **Amine** And **salh** and **Mehdi** and **Brahim Ibra** and **BM** and **Jary** and **Ghazali** and **Zohier** and **Moh** and **k1000** and **midou hithem mosta** And **The F8**, That was Part of my life as student in the Ehec kolea and I wanna say that was just the beginning of the Path and good luck*

This work is dedicated to all those who strive for knowledge and the pursuit of excellence.

JLYES_KEROUAZ

ACKNOWLEDGEMENT

First of all, I would like to thank God who gave me the strength and the will to carry out this work.

The Ecole des Hautes Etudes Commerciale which offered me the opportunity of a practical internship for the development of our thesis with a view to obtaining a master's degree in commercial sciences option management and entrepreneurship

YASSIR Algeria, the company that hosted me as part of our practical internship.

Supervisor, **Dr. WASSIM CHENNOUFI** who helped me and gave me his full attention throughout our work.

And my **mom** and **dad** a lot who helped me become the man that I am today

Without forgetting our loved ones, family and friends who have supported and encouraged us throughout our work.

Abstract

The aim of this research is to investigate the effect of integrating customer relationship management (CRM) on the e-commerce of YASSIR, which is an application that provides various services such as enabling the customer to obtain a taxi driver through the YASSIR Go application, in addition to providing food and commodity delivery services available in the market, marketing centers and shops to customers through the application of YASSIR delivery.

The study will examine the effectiveness of CRM strategies in enhancing customer engagement, loyalty and retention. The research will use both qualitative and quantitative methods to analyze data collected from customer surveys and online behavioral data.

The results of this study are expected to provide insight into how YASSIR food and YASSIR Go food can enhance their e-commerce platform and improve customer experience by integrating CRM strategies.

The results of this research can be applied to other e-commerce platforms to improve customer satisfaction and retention and ultimately increase sales.

Keywords: customer relationship management, electronic commerce, customers.

ملخص

الهدف من هذا البحث هو التحقيق في تأثير دمج إدارة علاقات العملاء (CRM) على التجارة الإلكترونية لـ YASSIR، وهو تطبيق الذي يقوم بتقديم الخدمات المختلفة مثل تمكين الزبون من الحصول على سائق اجرة بواسطة تطبيق YASSIR Go الى جانب تقديم خدمات توصيل الاكل والسلع المتوفرة في السوق ومراكز التسوق والمحلات الى الزبائن بواسطة تطبيق YASSIR delivery.

ستدرس الدراسة فعالية استراتيجيات إدارة علاقات العملاء في تعزيز مشاركة العملاء والولاء والاحتفاظ بهم. سيستخدم البحث كلا من الأساليب النوعية والكمية لتحليل البيانات التي تم جمعها من استطلاعات العملاء والبيانات السلوكية عبر الإنترنت.

من المتوقع أن تقدم نتائج هذه الدراسة نظرة ثاقبة حول كيفية قيام YASSIR FOOD و YASSIR driver بتعزيز منصة التجارة الإلكترونية الخاصة بها وتحسين تجربة العملاء من خلال دمج استراتيجيات إدارة علاقات العملاء.

يمكن تطبيق نتائج هذا البحث على منصات التجارة الإلكترونية الأخرى لتحسين رضا العملاء والاحتفاظ بهم وزيادة المبيعات في نهاية المطاف.

الكلمات المفتاحية: إدارة علاقات العملاء، التجارة الإلكترونية، العملاء.

RESUME

L'objectif de cette recherche est d'étudier l'effet de l'intégration de la gestion de la relation client (CRM) sur le commerce électronique de Yassir, qui est une application qui fournit divers services tels que la possibilité pour le client d'obtenir un chauffeur de taxi via l'application Yassir Go, en plus de fournir des services de livraison de nourriture et de produits de base disponibles sur le marché, les centres de commercialisation et les magasins aux clients grâce à l'application de livraison Yassir.

L'étude examinera l'efficacité des stratégies CRM pour améliorer l'engagement, la fidélité et la rétention des clients. La recherche utilisera des méthodes qualitatives et quantitatives pour analyser les données recueillies à partir d'enquêtes auprès des clients et de données comportementales en ligne.

Les résultats de cette étude devraient donner un aperçu de la manière dont YASSIR FOOD et YASSIR GO FOOD peuvent améliorer leur plateforme de commerce électronique et améliorer l'expérience client en intégrant des stratégies CRM.

Les résultats de cette recherche peuvent être appliqués à d'autres plates-formes de commerce électronique pour améliorer la satisfaction et la fidélisation des clients et, en fin de compte, augmenter les ventes.

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ABBREVIATIONS LIST

CRM	Customer relation management
PVD	Passenger Vehicle with Driver
VTC	Véhicule de Tourisme avec Chauffeur
SPA	Société par actions
B2B	Business to Business
B2C	Business to Customer
B2A	Business to administration
IDIC	Identify, differentiate, interact, and customize
SCM	Supply chain management
BI	Business Intelligence
CCP	Compte chèque posta
AFCAE	(French Association of Commerce and Electronic Exchanges)
IDC	International Data Corporation
CMI	Interbank Monetary Center
BADR	Banque de l'agriculture et du développement rural
BEA	Bank extérieur d'Algérie
BNA	Banque Nationale Agricole
CPA	Algerian Populaire Loan
CNEP	Caisse nationale d'épargne et de prévoyance-Banque
CNMA	Caisse Nationale de Mutualité Agricole
ABC	Arab Banking Corporation - Algeria
AGB	Gulf Bank Algeria, S.P.A.
CIB	Commercial International Bank
CEO	Chief executive officer
EMS	Champion Post Algeria
C2C	Consumer to Consumer

Summary

General Introduction

Chapter 1: Introduction to customer relation management.

Section 01: The concept of customer relation management.

Section 02: CRM in E-commerce Environment.

Chapter 02: E-COMMERCE IN ALGERIA

Section 01: The concept of E-commerce

Section 02: Online sales

Chapter 03: YASSIR Application in Algeria

Section 01: Presentation of YASSIR company

Section 02: YASSIR Application (YASSIR Driver, YASSIR food).

Chapter 04: Diagnosis of the impact of CRM on the E-Commerce in Algeria Case study YASSIR Company

Section 01: Research methodology.

Section 02: Presentation of research result

Section 03: Summaries and suggestions

General Conclusion

General Introduction

Once you open an online business, you immediately realize that your competition is right next to the corner, waiting for a wrong step from your side. Therefore, one of the biggest tools you can use to keep up with the competition's challenges is customer retention. Apart from offering top-notch products, you need to also offer a flawless customer experience.

In the online world, the customer lifecycle is a lot faster which means that you should put in bigger efforts than in traditional commerce. So, this is where an Ecommerce CRM comes into play. This piece of software can help you convert your casual customers into loyal clients who will buy your products many years from now. How can this be translated for your business? Stable revenue and stronger position on the market

One of the paradoxes of implementing CRM is the challenge of knowing what the system is and what its goals are. In addition, the application of this approach may involve compliments and prejudice to some customers, which may lead to some customers feeling unfair towards them, and thus may end their relationship with the organization and damage its reputation. This feeling of inequality causes dissatisfaction and error, and as the correct uses of customer data recorded in your company's CRM software can greatly help you increase profits by leveraging and analyzing the software's data and inputs and anticipating consumer behavior according to the data, but there are some errors that weaken the role CRM software and make it available the opportunity to make the most of the customer base and their data registered in the customer relationship management software, or as it is called CRM software.

In this context, the theme chosen for our research work is entitled:

« The impact of integrating the CRM within E-commerce in Algeria, a case study of YASSIR COMPANY »

In the era of market liberalization, YASSIR SPA is an Algerian startup that is building a Super App offering on-demand services such as ride hailing, food and grocery delivery, banking and more (similar to RAPPI in LATAM and MEITTUAN in CHINA), which connects customers with drivers performing transport services

To properly conduct our study, we considered it useful to ask this question:

How can CRM Integration Enhance Customer Retention and Acquisition in Algerian E-commerce ?? »

From this main problem, the following secondary questions arise:

- ❖ How does integrating CRM with e-commerce impact customer acquisition and retention rates?
- ❖ How does the impact of CRM integration vary across different types of e-commerce businesses (e.g., B2B vs. B2C)?

In order to better understand our subject, we have made the following hypotheses:

H 1: Integration of CRM in e-commerce will improve customer experience and satisfaction, leading to increased customer retention and loyalty.

H 2: A well-implemented CRM system can lead to increased customer satisfaction and loyalty in the e-commerce environment.

H 3: the use of big data analytics in CRM can help e-commerce companies better understand customer behavior and preferences, leading to improved marketing and sales strategies

The objective of our work is to analyze the impact of CRM on YASSIR Company. Among the reasons that motivated our choice for the development of this research theme:

- ❖ Customer retention is critical for business success: E-commerce businesses operate in a highly competitive environment, where customer loyalty can make or break the business. CRM software can help businesses build and maintain strong relationships with their customers, leading to increased customer retention and loyalty.
- ❖ Better decision-making: CRM software can provide valuable insights into customer behavior and preferences, allowing businesses to make data-driven decisions. By analyzing customer data, businesses can improve their marketing and sales strategies, and identify opportunities for growth.

To confirm or refute these hypotheses, we based our work on a descriptive and analytical approach, using the main theoretical works dealing with the subject, in addition to the

documentation provided by the company in question. Indeed, the collection and analysis of data make extensive use of quantitative statistical tools.

the plan includes three chapters:

Chapter 1: Introduction to customer relationship management. This chapter discusses the concept of customer relationship management and its role in e-commerce environments.

Chapter 2: E-commerce in Algeria. This chapter provides an overview of the concept of e-commerce in Algeria and its potential for growth.

Chapter 3: YASSIR Application in Algeria. This chapter presents YASSIR Company, a company that offers ride-hailing and food delivery services in Algeria, and their mobile application.

Chapter 4: Diagnosis of the impact of CRM on the e-commerce industry in Algeria (case study of YASSIR Company). This chapter outlines the research methodology used to assess the impact of customer relationship management on the e-commerce industry in Algeria, using YASSIR Company as a case study.

The plan proposes conducting research to diagnose the impact of customer relationship management on the e-commerce industry in Algeria, using YASSIR Company as a case study.

The research will be carried out through a survey and data analysis. The aim is to identify strengths and weaknesses in the company's CRM strategy and suggest improvements.

Chapter 1
Introduction to
customer relationship
management

Business people started using the term Customer Relationship Management (CRM) in the early 1990s when the concept of business started to change from being transactional to relational. CRM directly contributes towards customer benefits and the growth of businesses.

Information Technology plays a very critical role in identifying, acquiring, and retaining the customers, and thereby managing a healthy relationship with them. Here in this chapter, we will discuss the very basics of CRM.

2. Customer Relationship Management (CRM)

The expression customer relationship management (CRM) has only been in use since the early 1990s. Since then there have been many attempts to define the domain of CRM. As a relatively immature business or organizational practice, a consensus has not yet emerged about what counts as CRM. Even the meaning of the three-letter acronym CRM is contested. For example, although most people would understand that CRM means customer relationship management, others have used the acronym to mean customer relationship marketing

2.2. Definition of Customer Relationship Management

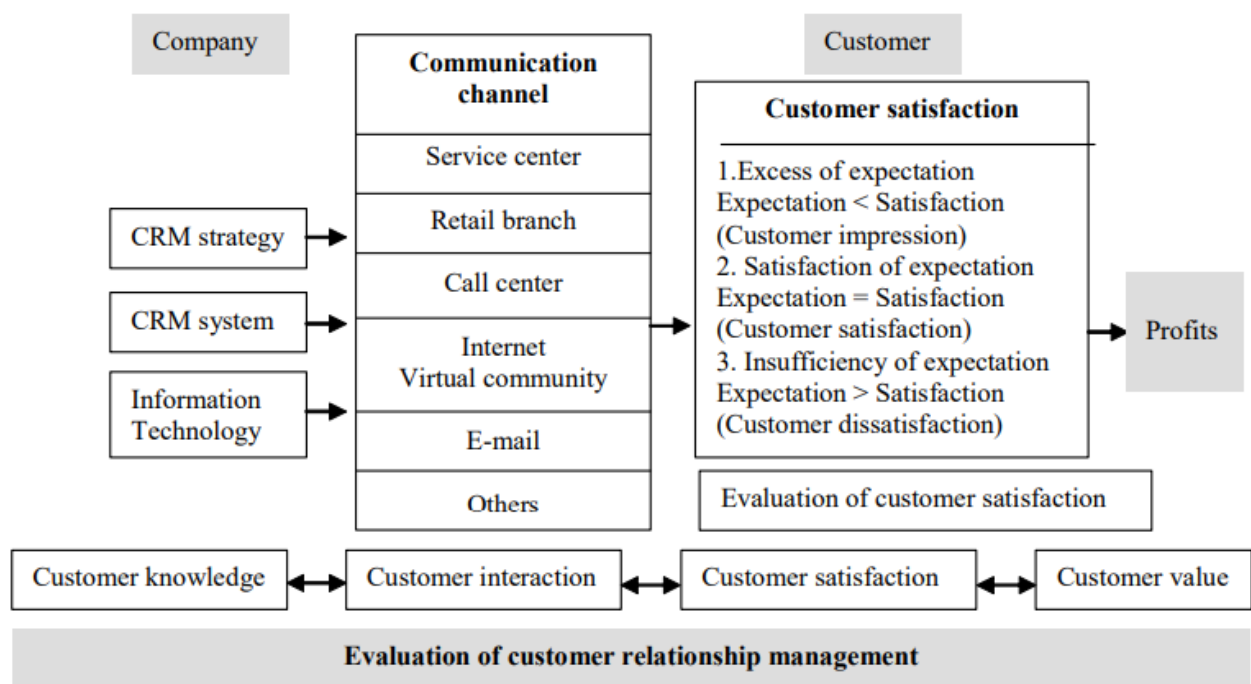
We have a lot of definition about CRM that allow us to choose those definitions that are make us understand what do you mean by CRM:

Customer Relationship Management (CRM) is defined as the practices, strategies, and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the aim of improving customer satisfaction, loyalty, and retention. (Buttle)

2.3. Type of CRM

- ❖ **Strategic:** Strategic CRM is a core customer-centric business strategy that aims at winning and keeping profitable customers
- ❖ **Operational:** Operational CRM focuses on the automation of customer-facing processes such as selling, marketing and customer service
- ❖ **Analytical:** Analytical CRM focuses on the intelligent mining of customer-related data for strategic or tactical purposes
- ❖ **Collaborative:** Collaborative CRM applies technology across organizational boundaries with a view to optimizing company, partner and customer value.

Figure N°01: the evolution of CRM strategy



Source: KIM, SUH &, HWANG, (2003), pp 14 ¹

¹ KIM, SUH &, HWANG. (2003), p 14

2.4. MODELS OF CRM

A number of comprehensive CRM models have been developed. We introduce four of them here.

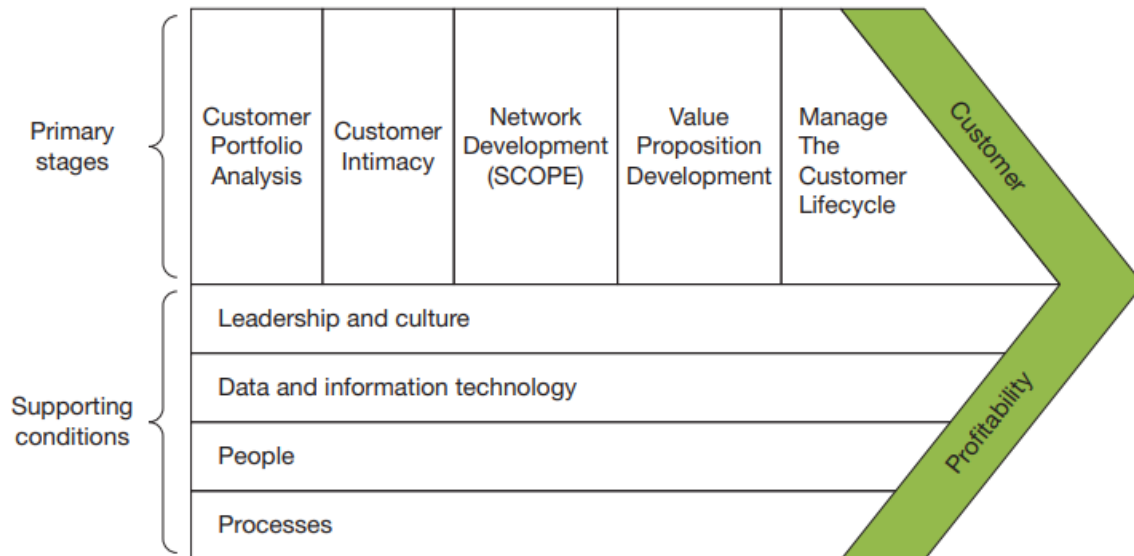
2.4.1. The IDIC model

The IDIC model was developed by Don Peppers and Martha Rogers, of the Peppers & Rogers Group, and has featured in a number of their books.²⁰ The IDIC. model suggests that companies should take four actions in order to build closer one-to-one relationships with customers:

- ✓ Identify who your customers are and build a deep understanding of them.
- ✓ Differentiate your customers to identify which customers have most value now and which offer most for the future
- ✓ Interact with customers to ensure that you understand customer expectations and their relationships with other suppliers or brands
- ✓ Customize the offer and communications to ensure that the expectations of customers are met.

2.4.2. The CRM Value

Chain Francis Buttle's model, shown in Figure N 02, consists of five primary stages and four supporting conditions leading towards the end goal of enhanced customer profitability.²¹ The primary stages of customer portfolio analysis, customer intimacy, network development, value proposition development and managing the customer lifecycle are sequenced to ensure that a company, with the support of its network of suppliers, partners and employees, creates and delivers value propositions that acquire and retain profitable customers. The supporting conditions of leadership and culture, data and IT, people and processes enable the CRM strategy to function effectively and efficiently

Figure N°02: The CRM Value Chain (F. Buttle)

Source: Francis Buttle, Customer Relationship Management Concepts and Technologies Second edition 2009, page20

2.5. Why CRM benefits businesses

The benefits of CRM can be found in many books on the subject, but here's one book that provides a comprehensive overview of CRM and its benefits:

"CRM at the Speed of Light: Social CRM Strategies, Tools, and Techniques for Engaging ²Your Customers" by Paul Greenberg. (Greenber) ³

In this book, Greenberg explains the following benefits of CRM:

- ❖ Increased customer loyalty and satisfaction
- ❖ Improved customer insights and segmentation
- ❖ Streamlined sales and marketing processes
- ❖ Increased sales and revenue
- ❖ Better data-driven decision making
- ❖ Improved collaboration and communication between teams

³ .Paul Greenberg-CRM at The Speed of Light-McGraw-Hill Osborne Media (2004), p79

Section 02: CRM in E-commerce Environment

Customer Relationship Management (CRM) mainly refers to the business strategy that enterprises need to change from "product centered" to "pursuing customer satisfaction and customer loyalty". From the source, the theory of customer relationship is based on the market demand and the renewal of management concept, which is the need to improve the core competitiveness of enterprises and improve the business management mode. From the technical level, the core idea of customer relationship management is the customer-centered marketing concept.

3. CRM in E-commerce Environment

Through the use of advanced information technology, the interaction process between enterprises and customers is managed to increase the number of customers, maintain customer relationships, improve customer loyalty, so as to achieve maximum profit. The information technology that CRM relies on mainly includes Internet and e-commerce, multimedia technology, data warehouse and data mining, expert systems and artificial intelligence.

The goal of CRM is to shorten the sales cycle, reduce the cost of sales, and improve customer satisfaction, profitability and loyalty needs to be carried out. Other factors that can play an important role in this process of localization include cultural and nationalistic and time formats etc. Local cultural icons, symbols and brands need to be incorporated. Cultural symbolism when embedded into the design of websites will make them more appealing to each culture or nationality. Rapidly increasing competition in e-commerce has moved the focus from customer acquisition to customer retention.

Any drop in the customer defection can lead to a substantial increase in the quantum of the e-business. Customers live to be part of the organization which takes keen interest in integration of CRM strategies into user-friendly e-commerce websites thereby enhancing customer loyalty and retention. CRM strategies cause value addition in every customer interaction by providing quality services far beyond expectations of the customer

3.2. Customer Relationship Management Has Changed in the E-commerce Environment

After the introduction of e-commerce, the focus of traditional enterprises has shifted from improving internal efficiency to respecting external customers, and integrating their own resources from the "internal view" management mode of ERP to the "outward oriented" mode of customer relationship management. E-commerce provides a new way of communication between enterprises and customers, but also puts forward new requirements for customer relationship management. Advanced and effective customer relationship management system must use Internet tools and platforms to realize synchronization and accuracy of various customer relations and channel relations

3.3. Real Time and Synchronous Information Transmission E-commerce environment

can effectively support customers to access enterprise information at any time and accurately. In order to make the customer Oriented departments coordinate freely and the system can run synchronously, the customer relationship management system is very important for the complete and real-time interaction of customers and the synchronous transmission and sharing of information. A successful customer relationship management system must pay attention to the

synchronization of customer information and data, and ensure that every communication with customers can be real-time and synchronous with the application of network-based technology

In the e-commerce environment, it is critical to have a CRM system that enables complete and real-time interaction with customers through synchronous transmission and sharing of information. This requires careful attention to synchronizing customer information and data, using network-based technology to ensure that all communications with customers are real-time and in sync.

Furthermore, coordination of workflow based on e-commerce and CRM is becoming increasingly important. Therefore, enterprises must adopt a strategy that regards e-channels and e-commerce as an integral part of their overall CRM approach. They must coordinate various communication channels such as interviews, emails, telephones, faxes, letters, and web access to ensure consistency in information across all channels, avoid channel conflicts, and enable enterprises to choose appropriate channels to communicate with customers based on their preferences.

Overall, a successful CRM system in the e-commerce environment should incorporate all customer contact points to enable seamless, coherent, and efficient communication between customers and enterprises, providing an interface for e-commerce and fully supporting its development.⁴

3.3.1. Personalized Customer Service and Support

In the e-commerce environment, customers can turn to the company's competitors with the click of a mouse or a phone call, so customers are more dependent on providing quality service and support. CRM systems enable enterprises to have a customer-oriented front-end tool based on e-commerce, which should be more prominent in terms of speed, accuracy, efficiency and customer personalized needs. It should provide personalized technical solutions, on-site services, product maintenance and other support and services for existing customers automatically, and optimize their workflow.

⁴ Zhang, M., Zhang, J., & Su, Y. (2011). Research on the Characteristics of Customer Relationship Management in E-commerce Environment. In Proceedings of the 2011 International Conference on Management Science and Engineering (Vol. 2, pp. 620-625). IEEE.

3.3.2. Interactivity

In the environment of e-commerce, CRM can realize real-time two-way dialogue and communication mode. Due to the good interactivity and guidance of the Internet, customers can choose products or services or put forward specific requirements through the Internet under the guidance of the system. Enterprises can timely produce and provide timely services according to the choices and requirements of customers. All of these can realize real-time two-way dialogue between enterprises and customers. In this mode of communication, enterprises will provide customers with more satisfactory services.

3.3.3. Intelligent Information Processing and Decision Support Function

The massive information brought by the e-commerce era is beyond human processing. Some intelligent processing functions must be added to the CRM system, such as intelligent data analysis function, intelligent decision support function and so on. By fully mining customer behavior, personality and law, customer profit point and profit space can be continuously found and expanded, so that CRM systems can not only realize process automation, but also realize intelligent decision support function. Analytical tools to help managers make decisions.

3.3.4. Scalability and Security

Due to the change and diversity of user requirements, any application system cannot cover all the needs of all users. Therefore, the CRM system based on e-commerce should have a framework that is easy to expand and open, has standard external interface, can be connected with other systems, or be personalized and improved according to the needs. At the same time, the openness, sharing and global characteristics of the Internet make the influence range of e-commerce more and more large, and a CRM system based on e-commerce should have high reliability and security.

3.3.5. Unified Sharing of Data Under

The environment of e-commerce, all the data of CRM solutions should be stored and managed in a centralized way to realize the data exchange and integration with the original system. All kinds of data entering the system should be transferred to relevant functional modules according to the pre-set and internal rules and relations of management work, so as to achieve high data sharing and system integration, and ensure the data consistency between different business departments and different application software function modules.

3.3.6. Low-Cost Operation

The Internet greatly reduces the operation cost of CRM, which is the most important advantage of e-commerce. In the mode of e-commerce, any organization or individual can obtain the information from the Internet at a low cost. This has brought great benefits to both enterprises and customers, and prompted people to actively collect information and communicate actively. A CRM system is not only the active choice of enterprises, but also an inevitable requirement of the majority of online customers.

3.3.7. Web Based Functional Support

The Web is not only an indispensable channel for e-commerce, but also important in infrastructure. CRM can sell and serve customers directly through the web, and realize self-service, self-service, registration time, potential customer development, contract renewal, service request and telephone feedback, etc. These greatly expand the traditional marketing and service channels in time and space, so that enterprises can provide global uninterrupted services and maximize the profit opportunities of enterprises.⁵

⁵ Zhang, M., Zhang, J., & Su, Y. (2011), Op, cit, page 455-457

3.4. Integration of CRM with Other Systems

integration of CRM with other systems is an important aspect of customer relationship management in the e-commerce environment. Integration refers to the process of combining different systems and applications to create a unified platform. In the context of CRM, integration involves linking CRM systems with other systems used by the organization such as marketing automation, social media, and e-commerce platforms.

The integration of CRM with other systems provides several benefits. For example, it enables organizations to gather and analyze data from multiple sources, providing a comprehensive view of the customer and their interactions with the company. This enables organizations to develop more targeted and effective marketing campaigns and to provide better customer service.

Furthermore, integration of CRM with e-commerce platforms enables organizations to track customer behavior across multiple channels, providing insights into their preferences and purchasing habits. This information can be used to develop personalized marketing campaigns and offers.

Overall, integration of CRM with other systems is critical for organizations to effectively manage customer relationships in the e-commerce environment. It provides a unified view of the customer and enables organizations to provide a seamless and personalized experience across all channels.

At present, the management systems of many enterprises are quite complex. If these systems are isolated from each other, it is difficult to give full play to their respective functions. Under the environment of e-commerce, CRM should take on the coordination function among different systems, such as ERP, SCM, BI, etc., and form a closed system through the integration of CRM, so as to provide customers with more complete and immediate services, comprehensively improve the operation ability of enterprises and reduce the cost of IT system.

3.4.1. Integration of CRM and ERP

The integration of Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP) systems in the e-commerce environment is crucial for the effective operation of enterprises. While ERP systems focus on internal management of enterprises, CRM systems are the front-end extension that directly contacts customers and fully taps into their potential. However, for the effective operation of enterprises, the sales, marketing, and service information from the front-end CRM system must be transmitted in a timely manner to the financial and production departments in the background. The integration of CRM and ERP can include product management, customer management, workflow management, marketing, and order management, and can adopt the middleware mode. The data flow can be one-way or two-way, and it is essential to ensure the integrity and consistency of data integration. By integrating CRM and ERP, enterprises can optimize processes, drive management reform, and maximize profits in the e-commerce environment.

3.4.2. Integration of CRM and SCM

In addition to integrating CRM with ERP, integrating CRM with Supply Chain Management (SCM) is also important in the e-commerce environment. This integration allows enterprises to manage and coordinate the entire supply chain process from raw materials to finished products, to distribution and delivery, and to after-sales service, while also considering customer needs and demands. The integration of CRM and SCM can help enterprises achieve a more customer-centric approach to supply chain management, which in turn can lead to improved customer satisfaction and loyalty. This integration can also lead to increased efficiency and cost savings for the enterprise. The integration can be achieved through the use of middleware and careful consideration of data integrity and consistency.

3.4.3. Integration of CRM and BI

The integration of customer relationship management (CRM) and business intelligence (BI) can provide businesses with valuable insights and analytics about their customers, helping them make informed decisions about marketing, sales, and customer service strategies. BI tools can extract and analyze data from various sources, including CRM systems, and help businesses identify trends, patterns, and opportunities that can improve customer relationships and drive business growth. By integrating CRM and BI, businesses can create a centralized platform for customer data management and analytics, enabling them to track customer behavior, preferences, and engagement across multiple channels, and optimize their interactions with customers based on real-time insights. The integration of CRM and BI can also help businesses improve forecasting accuracy, identify high-value customers, and personalize customer experiences to increase customer satisfaction and loyalty.³

Conclusion

In conclusion, customer relationship management (CRM) has become an essential component for enterprises operating in the e-commerce environment. With the rise of e-commerce, traditional enterprises have shifted their focus from improving internal efficiency to respecting external customers and integrating their resources from an "internal view" management mode of ERP to an "outward-oriented" mode of CRM. Effective CRM in the e-commerce environment requires real-time and synchronous information transmission, integration of communication channels, integration with other systems such as ERP, SCM, and BI, and personalized customer service.

Integration of CRM with ERP and SCM provides enterprises with a comprehensive solution that enables them to optimize their business processes, meet customer needs with lower cost and higher efficiency, improve customer satisfaction and loyalty, and excavate and maintain the customer group that can bring the maximum value to the enterprise. Integration of CRM with BI allows enterprises to gain valuable insights into customer behavior and preferences, which can help them to make informed decisions and improve their marketing strategies.

Overall, CRM in the e-commerce environment provides enterprises with a customer-oriented approach that helps them to gain a competitive advantage, maximize profits, and achieve business success.

Chapter 02
E-commerce in
Algeria

Technological advances are evolving at such a speed that it would be ill-advised to ignore them. Faced with this, electronic commerce or e-commerce has established itself as A new form of commerce, this new form has led to new customer-supplier relationships, new management methods and new forms of organization or
Only adapt existing practices to this new form.

1. E-commerce in Algeria

E-commerce covers everything that allows to carry out commercial transactions online in its most obvious form, it sells products online to consumers but, in fact, any type of business, any Business conducted by electronic means.

Electronic commerce simply consists of creating, controlling and developing commercial relationships online electronic commerce or online commerce, online or distance selling, sometimes cyber commerce and the pecuniary exchange of goods, services and information through computer networks, including the internet, e-commerce is the sale or purchase of goods or services over computer networks by means of methods specifically designed for the receipt or placing of orders. Even if goods or services are ordered electronically, payment and delivery need not take place online.

An electronic commerce transaction can be between businesses, households, individuals, governments and other public or private organizations. These electronic transactions include orders placed on the web, extranet or electronic data interchange. The type of transaction performed is defined by the ordering method. Orders placed by telephone, fax or hand-typed email are normally excluded.

The United States remains the largest e-commerce market
In the world, followed by the United Kingdom and Japan. It is estimated that the growth rate of Electronic Transactions on the Net will be around 10-15% in the coming years.

Section 1: the concept of e-commerce (online sales)

According to the definition of the AFCAE (French Association of Commerce and Electronic Exchanges). Electronic commerce includes all the exchanges and all the transactions of a company that may be carried out through an electronic medium or a network.

Table 1: The different types of e-commerce exchanges

Acronym	Name	Description
B2B	Business-to-Business	Transactions between companies
B2C	Business-to-Consumer	Transactions between a business and an end consumer
B2A	Business-to-Administration	Payment of an electronic transaction between a company and an administration
C2C	Consumer-to-Consumer	Transactions between end consumers
B2E	Business-to-Employer	Services and products that a company intends for its own employees

Indeed, the types of e-Commerce transactions that know a large number of companies and the best known by Internet users are:

1.1. The types of e-Commerce transactions

1.1.1. Business to business (B2B)

Refers to electronic commerce carried out directly between companies based on the use of a digital medium for the exchange of information. The relationship between the company and its supplier can now be done without an intermediary.

“Among others, we can cite Amazon, which allows companies (like Timex) to associate with the

Site to directly sell their products”.

Business-to-business is electronic commerce between businesses such as a manufacturer and a wholesaler or a wholesaler and a retailer. It is the exchange of products

consumers. B2B transactions account for 9% of global e-commerce.⁶

According to research by the United States-based International Data Corporation (IDC), only global B2B e-commerce is estimated, including

Between wholesalers and distributors, accounted for US\$12.4 trillion at the end of 2012.

If it continues to grow at such a rapid pace in developed markets, B2B and B2C e-commerce will represent

5% of total B2B transactions and retail sales in 2017.

1. Guy Hervier, E-commerce, selling online and optimizing purchases, published by Éditions organization, 1, rue Thénard, 75240 Paris Cedex 05.

2. Website: www.editions-organisation.com.

Today, B2B e-commerce can be classified into three main categories, knowing that, in each of them, the variants are numerous.

- ✓ Sites oriented purchases
- ✓ Sales-oriented sites
- ✓ Marketplaces

An increasingly important professional network, which facilitates dialogue between professionals

Key figures:

- The latest figure communicated by LinkedIn in February 2012 is 150 million worldwide. • 60% are located outside the United States.
- 3 million users in France (November 2011 figure).
- Members made 4.2 billion business-related searches on the site in 2011. According to a Harvard Business Review survey of social networks among American companies showed that only 12% of these companies claim to be satisfied with their use of social media and therefore guarantee the effectiveness of their actions⁷

Currently Business to Business is the exchange of goods and/or services between one company and another, for example the Shopify site (which sells or rents sites for drop shipping entrepreneurs) or Alibaba (which is an online wholesaler and it is generally the most used in drop shipping).

The famous network used on the b2b line is LinkedIn

1.1.2. Business to consumer (B2C):

It represents the transaction made between a company and an end consumer. This is the most common and well-known form. We are talking about the online stores of companies.

Although business-to-consumer e-commerce receives a great deal of attention, business-to-business transactions far outweigh business-to-consumer transactions. According to the IDC (international data corporation), global business-to-consumer transactions were.

(2) Guy Hervier, Op. cit , p25

Estimated at US\$1.2 trillion at the end of 2012, 10 times less than business-to-business transactions. In business-to-consumer e-commerce, companies sell their products to the

Public usually through catalogs using shopping cart software. This trade still represented only a small part of the whole

Electronic commerce, but it continues to develop. Business-to-consumer e-commerce is most prevalent in Norway, Denmark, Sweden, the United Kingdom, and the United States, and primarily involves computer products, clothing, and digital goods. Despite the low value of its transactions, it has received the most attention, in part because policymakers have become so preoccupied with issues such as consumer trust and data protection.⁸

1.1.3. Business to Administration (B2A)

Payment of an electronic transaction between a company and an administration. “These are generally electronic forms and online declarations”. Business-to-government commerce is generally defined as commerce in procurement, licensing, and other government-related transactions.

In this type of trade, the public sector usually plays the lead role in establishing e-commerce to make its procurement system more efficient. The size of the total e-commerce market, as e-procurement systems remain underdeveloped.

1.1.4. Business to employ (B2E)

Said of all the exchanges, services and products that a company intends for its own employees, the Internet is the main support for business applications to be used, is

Also, the provision of forms for them to manage their career, their leave or their relationship with the works council.⁹

⁸ Guy Hervier, Op.cit., p.107.

⁹ Miss Sarah AKRETCH E-commerce in Algeria: State of play and prospects MOULOUD MAMMERI UNIVERSITY OF TIZI-OUZOU Faculty of Economics, Commercial and Management Sciences Department of Commercial Sciences Promotion 2019/2020.

1.1.5. Consumer to Consumer C2C

Here, we do without the company, we are talking about sites that connect consumers with each other. We can cite the ad sites, eBay.

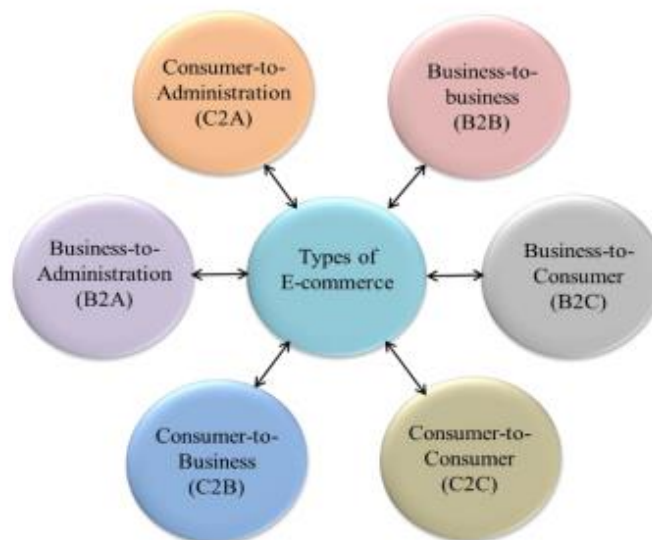
In this genre, the site plays a crucial role (it classifies the offers, generates traffic, provides commercial guarantees) and the sale itself remains carried out between individuals (from the individual to the individual).

Consumer to Consumer is the type of electronic commerce that binds consumers together and they exchange goods and services with each other on a site that is managed by a third party, whether it is a company or the consumer.

Creator of the platform simply to manage transactions between consumers or between two parties.

This form of e-Commerce is also called C to B to C since there is always an intermediary between consumers this is called marketplace.¹⁰

Figure N°03: Schematic illustration of the Types of the E-commerce based on their Characteristics



Source: Journal of Contemporary Issues in Business and Government | Vol 27, Issue 3, 2021

¹⁰ Sarah Akkratch.op.cit.p88

Journal of Contemporary Issues in Business and Government | Vol 27, Issue 3, 2021

Section 02: Online SALES**2. online sales****2.1. Definition of online sales**

The e-commerce market is growing and it is far from coming to an end.

People who want to start an online business themselves can sometimes find themselves intimidated by selling products on the Internet. However, it is relatively easy and it is possible to get started in a reasonable time without a large investment.

So according to the standard explanation, internet sales is e-commerce, which simply means the buying and selling of products and services over the internet. However, the term is often used to describe all steps and actions taken by a seller with the aim of selling products directly to consumers.

Social media is a community with millions of users and with them many opportunities to promote and sell online,

In fact, social media is a critical market for most global businesses and organizations. Therefore, these sites will be an opportunity and a quick way to publicize your products and sell them to a large base of interested customers. Here are some tips and

Steps to promote your products on social networks and how to sell online through them.¹¹

2.2. The process of an electronic transaction

E-commerce involves a large number of processes: from browsing to ordering, managing the order to sending the product, from after-sales service to processing customer reviews, all these steps are crucial for a business. E-commerce.

¹¹ www.france study consulted on 09/10/2022

2.3. The stages of the electronic transaction

- **Step 1:** Purchase of goods or services:
- **Step 2:** Confirmation of the order:
- **Step 3:** Entering payment data
- **Step 4:** Authentication request:
- **Step 5:** Authorization request and response
- **Step 6:** Impact of the response on the customer:
- **Step 7:** Confirmation of the transaction at the CMI <Interbank Monetary Center>
- **Step 8:** Settlement of the transaction:

We can therefore summarize the progress of an electronic transaction in 2 phases:

❖ E-Shopping

The customer and the merchant agree through a merchant site on a set of goods to buy and on the amount to be paid by the customer.

❖ E-Payment

E-payment is an online service that is based on payment from a mobile phone or via the Internet. Among the methods of payment on the Internet, the following methods are distinguished:

- ✓ Bank cards (credit cards).
- ✓ The checks.
- ✓ Payment by electronic money (electronic wallet).
- ✓ Payment by intermediary account. Delivery: at the end of the payment transaction, the merchant returns the previously selected goods/services to the customer, and there are cases where payment is made when the delivery; delivery is a crucial step in the e-commerce journey and an opportunity to differentiate them. Beyond the loss of existing customers, any failure at the delivery stage can also discourage potential customers and future sales.

By making delivery a priority, e-merchants have the opportunity to retain their customers and encourage them to make recurring purchases. The click and collection assets itself as an alternative between parcel relay and delivery. Delivery can be done using several methods according to a study in France of the SO COLISSIMO service (delivery service within the framework of E-commerce). 90% of buyers consider it useful or even essential, 38% to have the choice between several delivery methods. For 87% of parcels, the choice is home and 13% pick-up points, and proximity is the first criterion for choosing a point away from home.

2.4. types of start-up study in e-commerce

To have a good strength in the e-commerce market, you must first focus on the market keys:

2.4.1. Evolution of commercial websites

It is a web platform A space where the trader has the possibility of exhibiting his products and reaching a much more targeted audience, especially larger than the one he could find in his real store without any

Budget. So, you launched your project on the trading platform and invested your money in the other side which makes it easy to start a trader. He just has to study the market methodology.

2.4.2. social networks

Social networks are platforms for interaction between people. They thus facilitate

The creation and exchange of information between users and between them and brands. The arrival of social media to create new professions such as

The Community manager who aims to manage and animate the community of a brand on social platforms. Some brands have set up an after-sales service (after-sales service) system in real time on twitter. In the context of a marketing approach, the term social networks generally designate all the websites that make it possible to build up a network of friends or

professional acquaintances and provide their members with tools and interfaces for interaction, presentation and communications ¹²

best known social networks are Facebook, Twitter, Linked in, VIADEO, Pinterest, etc.

Figure N°04: "Facebook, Twitter, Linked in VIADEO, Pinterest," LOGO



Source : https://www.usine-digitale.fr/mediatheque/5/8/2/000257285_896x598_c.jpg

The audience success of the main social networks has made them

-
7. Kebash, L. (2019). The impact of networks on trading. Doctorate in Economics and Management. Alger Université.
 8. https://www.usine-digitale.fr/mediatheque/5/8/2/000257285_896x598_c.jpg

Advertising marketing media often essential, the corporate social network is secure and guarantees the protection and confidentiality of data, companies and professionals using the services of the network.

Security is based on authentication and verification of network members; communications are encrypted end-to-end

Network, including between a company and its customers as well for e-commerce which has civilized these networks.

❖ Facebook

Launched in 2004 in the United States, Facebook is the true manager of social networks with more than 1.4 billion monthly active users worldwide, a personal space on which everyone can express themselves. It is a social network that allows you to share all types of content (texts, videos, images, be live, share links, etc.) and lead a conversation with your audiences¹³.

What Facebook can do for sellers and businesses:

- Create a marketplace sales platform.
- have a project with a very small bug.
- Increase sales and brand reach.
- Recruit and retain new customers.
- Collect data.

❖ Marketplaces

The Marketplace is a digital platform through which

Individuals create their shops and proceed to the sale.

The marketplace therefore acts as an intermediary:

9. [WWW.FACEBOOK](http://WWW.FACEBOOK.COM).COM

- ✓ · She receives the order
- ✓ · It responds to demand
- ✓ · She delivers the product· She then gives the money collected to the seller in return for a commission. Marketplaces are the most used type of site in Algeria

pioneer and leader of e-commerce in Algeria **JUMIA** and **BATOLIS**. So are sites that bring together traders who already have a traditional activity and

who want to strengthen sales or individuals who have the product and to sell it they rent a small space on the platform and that way they will have more visibility and more chance of selling their products?

❖ **Twitter**

Launched in 2006, it now has over 300 million monthly active users worldwide. It is a real platform for sharing information, diverse and varied, visible to everyone, even for people who do not have the account. If the continuous flow of tweets is intended to reflect the news of the planet; Twitter also claims the emancipation of borders between different countries and different cultures. Twitter is a micro-blogging web service with social networking features. Like the Messenger or Facebook statuses, it allows you to indicate your current activity, each change of status is called a “Twitter” and each “Twitter” is limited to 140 characters, which completely distinguishes blogs”¹⁴

What twitter can bring to businesses and sellers:

- ✓ Ensure an active and real-time watch to monitor its e-reputation
- ✓ Amplify communication with the public
- ✓ Boost its promotions
- ✓ Approach and follow the influence.

10. [WWW.twitter](http://WWW.twitter.com) .com

❖ Instagram

Instagram is a mobile application and freeware accessible in 25 languages. You will choose between the private account and the professional account. It was created in

2010 over time it developed these services like Facebook because it is the same owner (mark)

It regrouped its applications from a pane that is Meta in the last two months of the year 2021¹⁵ .

What INSTAGRAM can bring to businesses and sellers:

-A MARKETPLAY platform like that of Facebook

- having a category targeted by different customers, much more the young category that is very connected by this network so we must be very intelligent about the products of our shop.

2.5. Forms of e-commerce payment

Electronic payment is a means of carrying out commercial transactions for the exchange of goods or services on the Internet. Currently, it is very well established and used by the majority of people and companies with an internet business.

The concept of electronic payment was explicitly used in Algerian legislation in order 05-06 of August 23, 2005 relating to the fight against trafficking.

There are several forms of payment in Algeria: the CCP mandate, payment by bank check, payment on delivery and payment by PayPal in euros. Each payment method has its specificities. Payment by CCP mandate is made at the post office and in all Algerian post offices addressed to the name of the site.

According to an interview conducted by the Eco ¹⁶ with NAWEL BENKLTLI, general manager of "SATIM"¹⁷, all online sales sites active on the Algerian market use alternative means to electronic payment. SATIM subsidiary of

16 banks (BADR, BDL, BEA, BNA, CPA, CNEP, CNMA and ELBARAKA, Société Générale ALGERIA, BNP Paribas El DJEZZY, Housing bank, AGB, Natixis,

FRANCE-BANQUE, HSBC, ABC, ARAB Bank) ¹⁸ is in charge of managing electronic banking in Algeria. In collaboration with the banking community, it

Work on the regulatory aspects so that web-buyers can pay online for their purchases by CIB card before the end of 2013.

Through the investigation of Mr. Hamza (CEO of ePay.dz) ¹⁹, on the means of electronic payment, our country is experiencing a delay in terms of electronic payment. According to the DG's figures, in addition to private networks such as that of ALGERIA Poste, the network Today, the bank only has 900,000 withdrawal and payment CIB holders, a network of 800 ATMs, 700 payment terminals and low overall activity relating to the use of bank cards. Even for the purchase of air transport tickets, trains, hotel reservations, payment of bills (electricity, gas, tel.), we note the absence of means of payment.

Online processing and payment. The ePay.dz solution came naturally to impose itself to overcome its shortcomings.

¹⁶ Journal l'Eco, N°61 du 1er au 15cmars 2013

¹⁷ SATIM: automation company for interbank transactions and electronic banking

¹⁸ *The researcher*: Souad Yahiaoui Democratic Arab Center journal of Political Science and Law: Twenty-ninth issue – September 2021 a Periodical International Journal published by the "Democratic Arab Center" Germany Berlin

¹⁹ ePay.dz: 1st electronic payment site in Algeria, offers a service based on a "very secure" electronic solution.

2.6. Payment by credit card transfer

Credit cards are now the most preferred means on the Internet for all remote businesses, more than 85% of buyers use it. They are the only ones to offer payment guarantees to merchants

Of the whole world. To buy with this mode, you must check that the e-commerce site on which you make your purchases is equipped with a payment system

Secure which encrypts the personal data of a customer (name, address, bank details) so that they are safe from hackers.

The American giants Visa, MasterCard and American Express are certain supranational references. The main obstacle to the development of

Electronic payment by credit card is the fear of communicating your card number on the web. It is moreover for

This is why three quarters of existing transactions on the Web are paid by check.²⁰

2.6.1. Checks

Checks are commonly used in Europe and Japan because strict regulations guarantee payment. In contrast, credit cards are only used for international or remote transactions. In the case of European checks, the guarantee is provided to the merchant not by the card

issuer but by an institutional banking group. Ultimately, this amounts to the same thing. Therefore, checks will not be mentioned further, and we will simply refer to payment instructions, which includes both the signature of a check and the presentation of a card number.

²⁰ [Enjeux et stratégies e-commerce \(chapitre 2\) \(esc-alger.dz\)](#) consulté le 15/11/2022

2.6.2. Payment by CCP order

Payment by CCP order is made at the post office and in all Algerian post offices addressed to the name of the website. To do this, simply go to the post office, request to deposit into an account, and you will be given a form to fill out with the CCP account information of the website. After paying, you will receive an operation receipt that needs to be sent by email to conclude the sale.

2.6.3. Cash on Delivery payment:

The buyer pays their purchase invoice at the time of receiving the package. This method is accessible to everyone and does not require ownership.

Payment upon meeting. In exchange, the seller and the buyer must meet, and this type of payment is only available for physical products.

2.7. How the ePay.dz service works:

This is the first platform for processing payment-related data on the internet in Algeria. We are currently the only ones to have launched this type of activity. E-payment is an online service that relies on a secure electronic solution via the internet, and provides instant payment 24/7 through a mobile phone or the internet. This system allows customers to benefit from a prepaid card for buying and selling online, or paying bills without having to travel. This internet-based card has been in service since April 2012. The principle is that of electronic payment through a mobile phone or the internet. All that is needed is to create an account with ePay.dz, load it by purchasing prepaid cards available throughout the national territory, and pay for purchases online.

Solutions specific to Algerian culture are developed by this first multi-channel electronic payment system (internet-mobile). The site is available in Arabic and French in order to reach the widest possible range of customers. (27)

2.7.1. BaridiNet.com:

is an online bill payment website designed for EDDEHABIA card users, it was launched in December 2016 by the Ministry of ICT in collaboration with ALGERIES POSTE? It is also available as a mobile application (BARIDI MOB) and allows users to perform various transactions such as money transfers, checking the balance of their CCP account,

recharging their mobile credit, and paying bills, all without having to go to post offices. Additionally, users can obtain a statement of all the transactions mentioned above.

According to ALGERIES POSTE, over 4 million EDDAHABIA cards have been distributed, with nearly 2.8 million given to their owners, and there are a total of more than 20 million current accounts and over 480 million transactions.

Table N°02: Percentage of Online Payment Services Usage in Algeria in 2017

Services de paiement en ligne	PERCENTAGE OF UTILISATION ON 2017
Carte bancaire	92,8%
PayPal	13,6%
Virement bancaire	12,1%
Electronic wallet	8,3%
debit	5,9%
Carts payment	2,2%
others	2,0%

2.7.2. Security Techniques

To talk about securing online transactions, an appropriate legal framework is needed. However, in Algeria, there is no e-commerce as long as there is no electronic transaction. It's more of an electronic catalog.

Algeria is positioning itself and preparing while waiting for the legislation. Actually, all transactions undergo a payment that does not necessarily involve online security vigilance because it concerns bank transfers, CCP mandates, cash on delivery, or PayPal in EURO.⁽¹⁸⁾

Even though online shopping has become more widespread, consumers still need to be reassured throughout the process. The website must offer all the necessary security measures and provide:

- ❖ Delivery conditions
- ❖ Payment methods with security guarantees
- ❖ Product reviews and comments
- ❖ Justification regarding confidentiality and data security
- ❖ Sales conditions⁽¹⁹⁾.

In Algeria, there are buses and taxis that also offer fragile groupage solutions, but which represent a serious alternative for individuals and merchants, in the absence of a better solution. Unfortunately, the ecosystem, maturity of actors and their clients, has not allowed this sector to develop. There are few investments, no long-term strategy, a lot of tinkering and temporary solutions that persist. Nevertheless, a few have become references and remain very credit

19. The electronic payment systems on the internet, Op. cit., pp 23

In Algeria, there are three means of delivery that are used by e-commerce companies operating in or created in Algeria. These means of delivery are:

Delivery by post with the service of Algeria Post;

Subcontracting delivery with a private company, which is widely used by Algerian e-commerce sites such as YALIDIN, YASSIR Delivery, and Service Delivery.

The e-commerce company takes care of delivery by recruiting couriers, which is a good thing because the courier brings customer feedback and the company improves more and more.

2.8. The Delivery Method in Algeria

In Algeria, many companies, distributors, and producers have also adopted this distribution model and as a result, many players have invested in the transport sector to support these new e-commerce businesses. There are courageous and ambitious young entrepreneurs with a highly developed entrepreneurial spirit and start-up culture. They quickly realized that there was a market and they had to enter it now. In reality, this logistics market already existed in an archaic, underground form, in the form of a groupage of goods allowing the transport of various products from ALGERIA, and other major cities in the country to the eastern, southeastern, and western regions.

More or less efficient and organized artisan transporters, located in HAMIZ in particular, have been able to weave networks for years that offer the possibility of shipping a package from 150 DA over a distance of more than 500 km! Of course, the conditions of shipment and reception are not ideal for B to B and in general to ensure a sustainable quality service and especially home delivery in B to C. Similarly, for the network.

Buses and taxis also offer very fragile grouping solutions, but they represent a serious alternative for individuals and merchants, in the absence of a better solution

The ecosystem, maturity of the actors and their clients have not allowed this sector to develop. There are few investments, no long-term strategy, a lot of makeshift solutions, and temporary measures that persist. However, a few have become a reference and remain very credible ²⁰. (. Zhang)

In Algeria, there are three modes of delivery commonly used by e-commerce businesses that operate or are created in the country. These modes of delivery are:

2.8.1. Delivery through the postal service using the EMS service of Algeria Post.

Outsourcing the delivery to a private company, which is often used by Algerian e-commerce sites such as YALIDIN, YASSIR Delivery, and Service Delivery.

The e-commerce company handles the delivery by recruiting its own delivery personnel. This can be beneficial as the delivery person can provide feedback from the customer, which can help the company improve its services over time.

Chapter 03:
YASSIR Application
in Algeria

Section 01: Presentation of YASSIR company

1. OverView

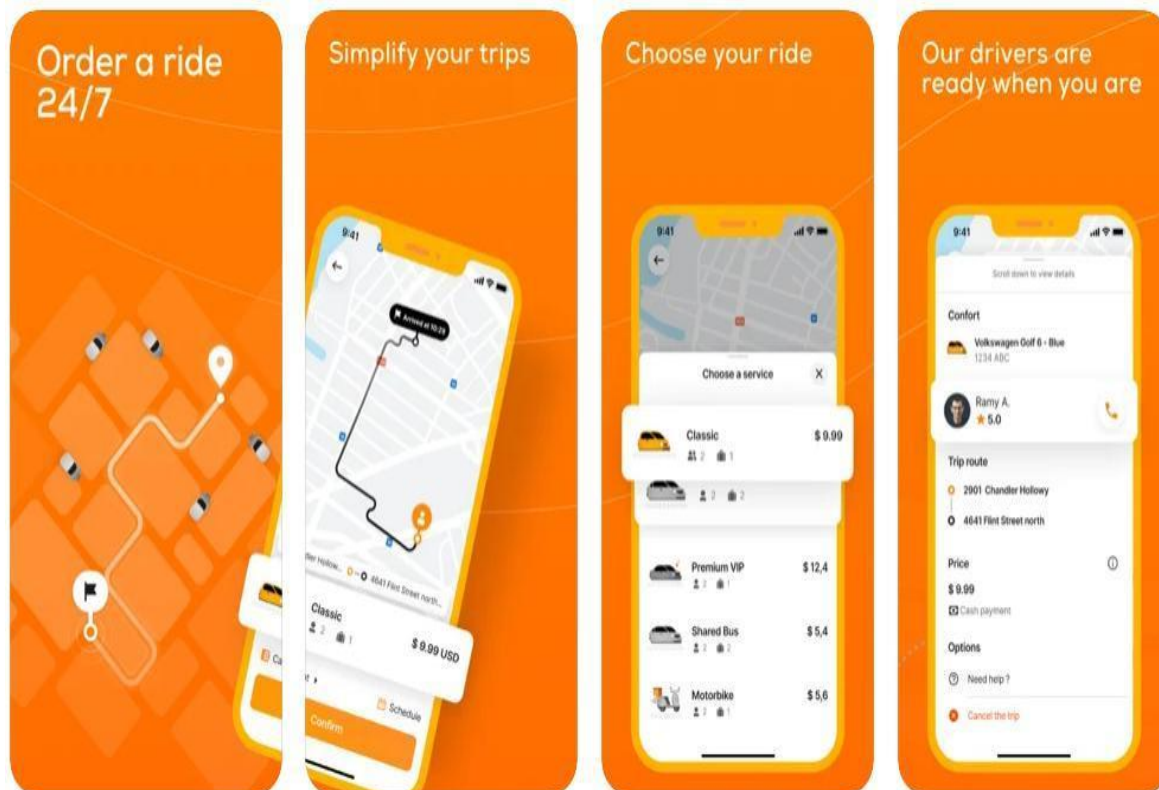
This chapter presents the practical part of our work, it is composed of three sections, as follows:

First of all, we will present the host organization of our internship carried out at the YASSIR company, its market, its structure, its background and the various services offered by the brand.

Then, we will begin the second section which will be devoted to the methodological approach of our study carried out.

Finally, in the last part of this chapter we will present the results obtained during the study carried out, followed by a summary and our recommendations. Our objective in this last step is to show how the YASSIR company can use CRM for better management of the customer life cycle.

Figure N°05: The Application of YASSIR Go

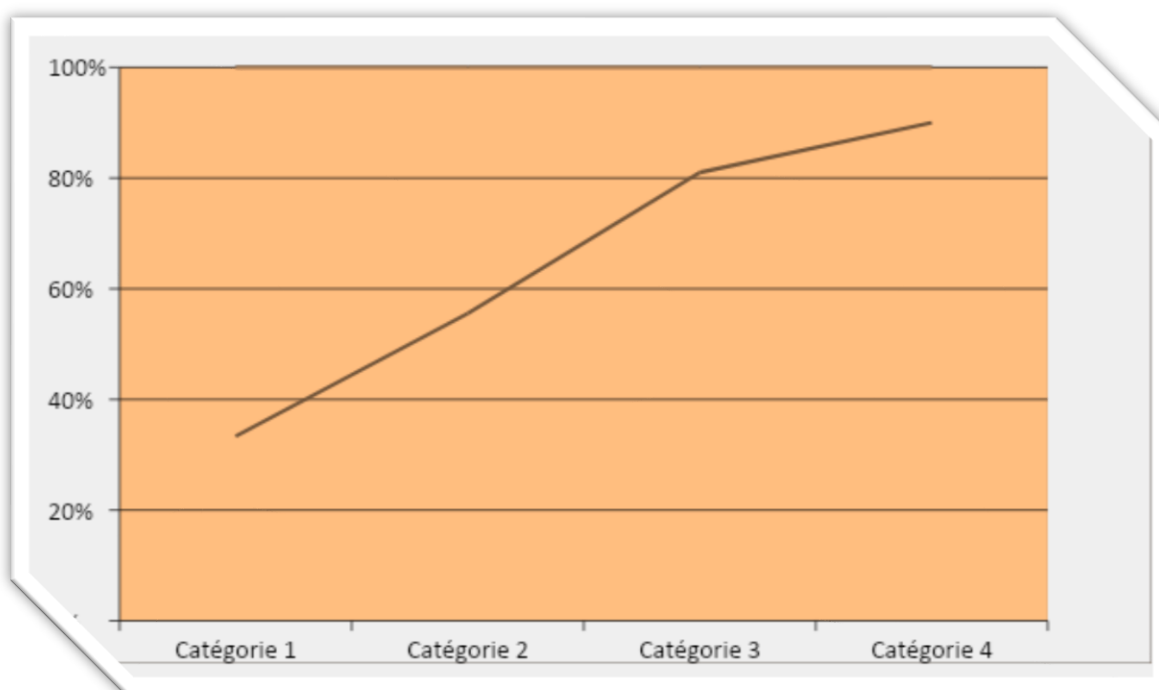


YASSIR is an Algerian start-up model, operational since 2017, which specializes in transportation and vehicle rental with or without a driver. The company has a network of 40,000

partners, including 350 women, and has 4 million users. YASSIR operates in 6 countries: Algeria, Canada, France, Tunisia, Morocco, and Senegal, as well as in 34 districts of Algiers. YASSIR allows anyone to request a driver for transportation, place an order at fast food restaurant or restaurant, or shop on its website or dark stores.

Recently, YASSIR has launched new services, including YASSIR MARKET. The application can be downloaded for free on both Google Play and Apple Store, and it allows users to connect with taxi drivers for transportation through their smartphones. The app displays the number and locations of nearby drivers for the user to choose from. To use the application, the user needs to register and provide personal information, including their name and phone number. Once the registration is completed, the user can input their current location and destination, and the fare will be calculated accordingly. The user can then confirm the transaction, and a taxi with a driver will be sent to them.

Figure N°06: The development of the company from 2017 to 2023



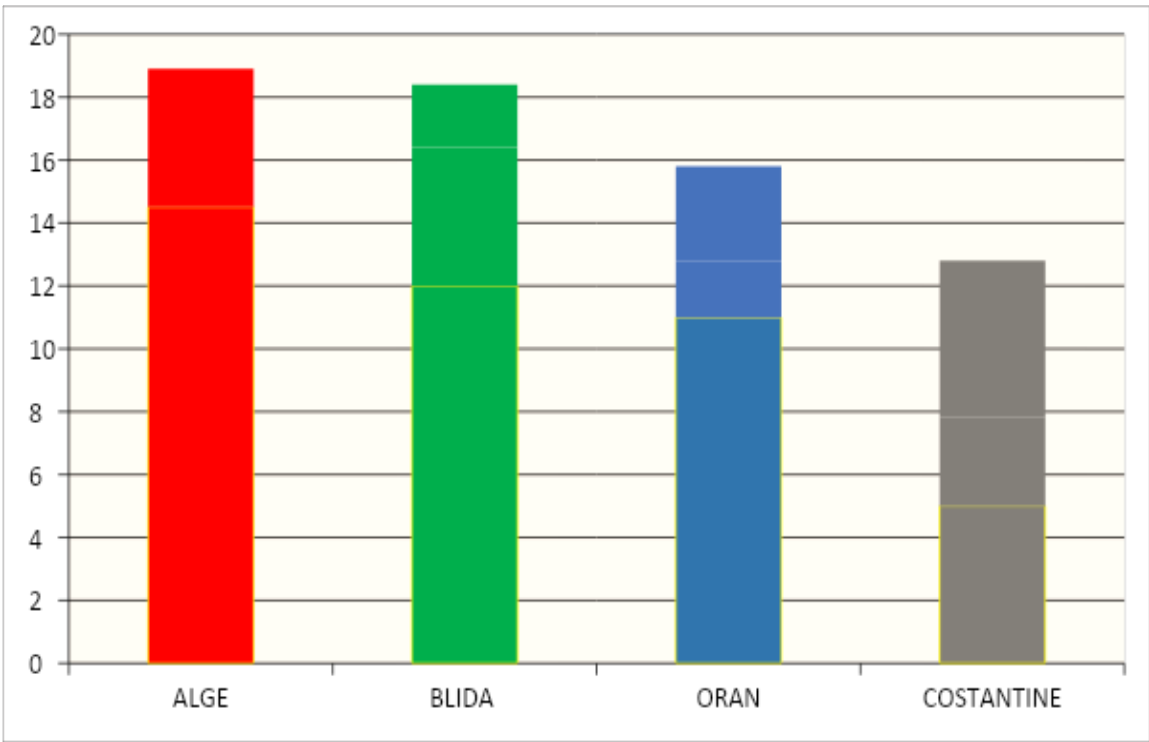
Source: The development of the company from 2017 to 2023

1.2. Availability of YASSIR services across the country:

From 2017 to 2023, YASSIR has managed to expand its services from covering 19 wilayas to 34 wilayas nationwide, thanks to the quality service it has provided to its customers.

1.3. The most operational wilayas on the YASSIR platform;

Figure N°07: Most WILIA that use YASSIR application



Source: YASSIR DOCUMENTATION

1.4. YASSIR availability of service internationally:

Although YASSIR is 100% Algerian, the company has not limited its availability only to the national territory. YASSIR has also expanded its service to reach international locations. Currently, YASSIR is available in six countries: Algeria, Canada, France, Tunisia, Morocco, and Senegal.

Figure N°08: position of the services in the whole world



Source: YASSIR Presentation

However, other countries such as Canada are waiting for approval, while France is launching other activities outside of PVD (change of activity), and South Africa has recently launched PVDs.

1.5. The creation of YASSIR:

YASSIR SPA is an Algerian startup that develops mobile applications for connecting customers with drivers performing transport services.

1st targeted service 1: **transport**

- ❖ High-density metropolises with infrastructure and means of transport
- ❖ poor transportation.
- ❖ Waiting time for a taxi or transport: 15 to 60
 - minutes (especially for long journeys)
- ❖ Heavy traffic in most cities complicates the task

1.6. Visual identity of the company:

Figure N°09: The evolution of the YASSIR company logo 2017-2020.



Source: internal company documentation.

YASSIR slogan: RANA LAHNA

❖ **Areas of expertise:**

Computing, the Internet of Things and Artificial Intelligence¹.

❖ Mission of the company:

Facilitate and simplify access to daily services in Algeria and Africa through innovative digital/mobile solutions and by networking the ecosystems of Silicon Valley and Algeria2.

YASSIR team:

It is composed as follows:3

- ❖ **Number of staff:** more than 150 employees
- ❖ **Average age:** 28 years old
- ❖ **Year of experience of the management team:** 14 years. (70% of the management team left large multinationals to join YASSIR)

Table N°03: Distribution of YASSIR staff

City	Number of employees
Alger	> 470
Oran	9
Constantine	8

Source: Internal company documentation.

The table provides information about the number of employees in different cities.

Alger stands out with a significant workforce of over 470 employees, indicating a bustling job market and potentially a thriving economy. This city seems to have a substantial workforce that supports various industries and sectors.

On the other hand, Oran and Constantine have comparatively smaller employee counts, with 9 and 8 employees respectively. These numbers suggest that

these cities may have a smaller job market or fewer employment opportunities compared to Alger.

Table N°04: YASSIR Staff Profiles

Profiles	Employees
Engineering	49
Design	11
Data science	4
Product management	3
Marketing	15
Sales (corporate)	6
Operations	45
Finance	5
Human Resources	5
Legal	4

Source: Internal company documentation.

2. Section 02: YASSIR SERVICES

During this section, we will present the host organization, starting with a presentation of the PVD market, presentation of the YASSIR company and its mission, the different directions and departments of the company, the history of the launch and the ambitions of the founders and finally the various services of YASSIR.

2. YASSIR Services

2.2. The PVD market in Algeria:

Let's first start by defining what a PVD is. It is a "Transport Vehicle with Driver", which is also more simply called "car with driver". VTCs offer the same services as taxis: allow you to go from point A to point B in a car, by being driven.

Since the launch of **YASSIR & TEMTEM** at the end of 2017, the PVD market in Algeria has experienced strong momentum. Indeed, nearly a dozen players have launched in the meantime, and the competition between them is intense.

Algeria is a promising market for hybrid bikes in four ways:

❖ Weakness of the transport offer

In the country's major cities, the transport offer is low in terms of quality and quantity. It is not uncommon to wait several tens of minutes or even hours to see the bus or train arrive. Added to this, there are no fixed timetables for public transport. In Algiers, which is the country's capital, only the eastern and southern outskirts of the capital are served by train. At the same time, only one metro line is functional, the same for the tramway.

❖ Getting around by car, a hassle

It is not easy to travel in your carriage in the city. Traffic jams on one side and the difficulty of parking on the other discourage the more adventurous.

❖ Taxis

Taxis in Algeria do not benefit from the best of images. They don't accept not systematically take you to your destination if it is outside the most frequented axes. If by chance they accept, it will be for a much higher price.

to what their meter would indicate.

On the other hand, taxis do not view PVD applications with a hostile eye, unlike many other countries (Morocco, France, etc.). On the contrary, many of them work with these VTC companies in order to avoid the empty journeys and optimize their income.

In November 2019 taxis go on an indefinite strike and attack PVD and they demand the cancellation of these applications, taxis take a dim view of the VTC applications, which overshadow them.

Last point, how much even they would be against ride-hailing apps, their impact would be less important than elsewhere because they are not grouped together in unions or Associations.

❖ High demand

According to industry professionals we interviewed, the market Algerian is one of the largest in the MENA region, with more than 70,000 races potential per day. A market estimated between 80 and 100 million dollars per year.

To summarize, the important cities of the country (especially Algiers) represent a great demand in

terms of urban transport. At the same time, the offer is far from satisfactory in terms of quality and

Quantitatively

2.3. Biography of YASSIR Founders:

After graduating from the Polytechnic School of Algiers, the two entrepreneurs decided to explore new horizons. Mehdi YETTOU, one of the two founders and CEO, studied for a year in France before joining the University of Sherbrooke in Canada to pursue his Ph.D. He later became a teacher and researcher at various Canadian centers and universities before returning to Algeria and embarking on the YASSIR adventure. The second founder, Nouredine TAIBI, followed a similar path. He pursued multiple degrees and earned his Ph.D. in the United States. He then founded his own technology startup in California, which became a "fairly important" company.

Remaining in contact since their time at the Polytechnic School of Algiers, the two Algerians met in the same city in March 2016 and decided to "do something". Mehdi YETTOU explained that the idea was to "prove that the start-up model, which is growing rapidly and

making both economic and social impacts in its environment, is also possible in Algeria. Despite the risks and the fact that the internet is not good enough, we had to start and create something because there was a need for transportation to be filled."1

2.4. History:

The history of YASSIR is as follows:

- ❖ **Birth of an idea (2016):** To create a company that offers a multitude of services to citizens in a simple, easy, fast, and available manner at all times by integrating digital technologies.
- ❖ **Start of work (2017):**
 - Founding team;
 - Development of the prototype;
 - Official launch of the first ride-hailing platform in Algeria;
 - Service offered only in Algiers with less than 300 drivers, 10 staff, and 1000 users.
- ❖ **Growth and scalability (2018):**
 - Recruitment of personnel (Marketing and Operations);
 - Improvement of internal processes;
 - Launch of the service in 12 cities in Algeria;
 - Launch of marketing and communication campaigns.

2.5. Ambitions:

- ❖ Increase business growth (more than 12,000 drivers, over 160 employees, and more than 1,800,000 users);
- ❖ Launch new services (YASSIR Food and YASSIR Business);
- ❖ "At first, it was Algerian, then Algerian, now we are Maghreb, and later we will be African." From the beginning, the two founders had the ambition to become an African start-up. Launched exclusively in

Algiers, the application subsequently spread to twelve provinces throughout the country at a national level and then to Morocco and Tunisia at a Maghrebi level. The two founders stated that they had this ambition to be an African application from the start, and the company is currently working to expand its offerings to other African countries.

2.6. Steps to becoming a driver-partner:

In summary, the steps to become a YASSIR driver-partner are as follows:

- ❖ **Download the YASSIR Chauffeur application and enter your details.**

The YASSIR team will contact you to schedule an appointment to submit your documents and attend the required training.

- ❖ **Prepare the necessary documents, which include:**

- ❖ the vehicle registration,
- ❖ technical inspection,
- ❖ Insurance,
- ❖ driver's license,
- ❖ criminal record,
- ❖ proof of residence,
- ❖ and a certificate of good health.

- ❖ **Have your vehicle inspected by a YASSIR expert to ensure that it meets certain criteria,**

- ❖ such as having double airbags,
- ❖ being less than 10 years old,
- ❖ and being in good condition.

- ❖ Attend the required training to become familiar with the YASSIR Chauffeur app and have your questions answered

2.7. PVD players in Algeria:

Following the launch of the first application, a host of other **PVD** services locals followed suit. Here is a table grouping together the different players in the market, with for each the number of downloads on Play Store. 1

Figure N°10: Geographical distribution of VTC players in Algeria – July 2019.



Source: http://sylabs-dz.com/le-vtc-en-algerie-un-marche-de-100-millions-de-dollars/?fbclid=IwAR0WVbbCKDBYLfG8Q8v8gePKOJYx9ivPr_JI6MMLREAw7vXjRapV95LxD3s consult le 15/07/2020 à 19h06.

2.8. To use the YASSIR GO service

users need to create an account on the YASSIR app by following these steps:

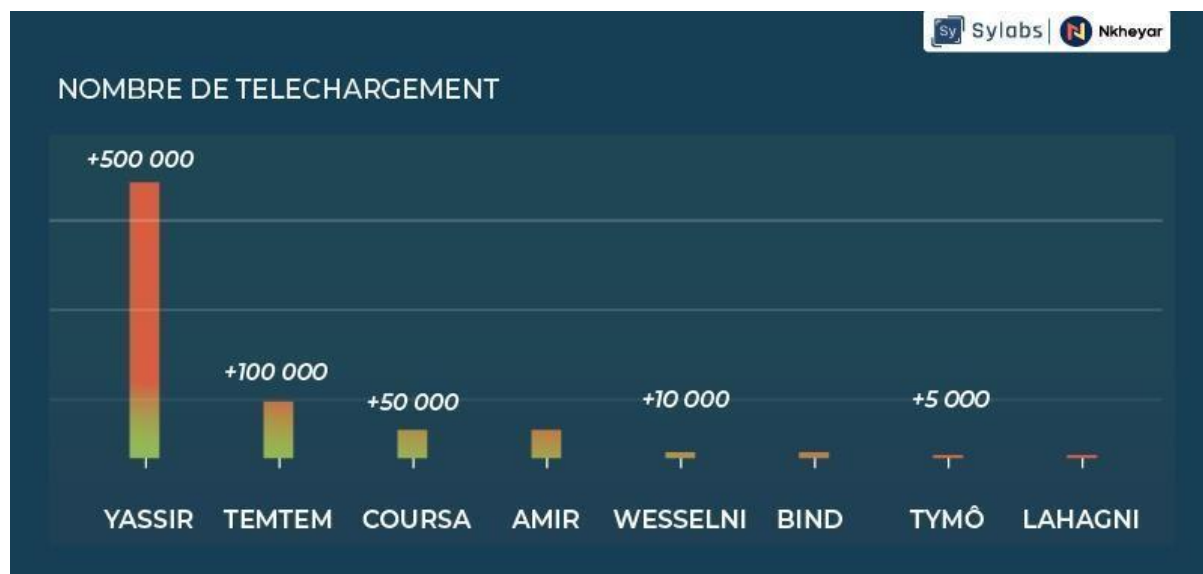
- ✓ Download and install the YASSIR app.
- ✓ Register by integrating your Facebook or Google+ account.
- ✓ Verify your phone number.

Once you have created an account, you can request a ride by indicating your location and destination. The app will show you the number of available drivers, the estimated duration of the trip, and the fare. After accepting an offer, the app will automatically call all available drivers to connect you with the nearest one.

2.9. A YASSIR driver takes care of your request:

Indicate your location and the place you would like to go. As soon as you validate your request, it will be indicated to you on your screen (Android and iOS) a map with the number of drivers available, the estimated journey time and the fare. Then you will have to accept this offer and on the field an automatic call will be issued to all drivers.

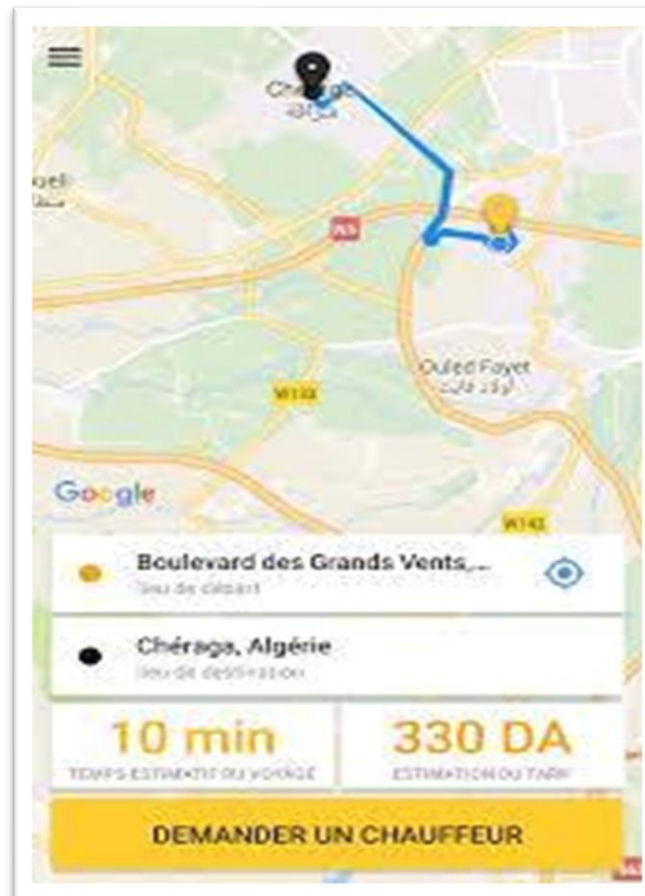
Figure N°11: Number of downloads of **PVD** applications in Algeria – July 2019.



Source: http://sylabs-dz.com/le-rtc-en-algerie-un-marche-de-100-millions-de-dollars/?fbclid=IwAR0WVbbCKDBYLfG8Q8v8gePKOJYx9ivPr_JI6MMLREAw7vXjRapV95LxD3s consult le 15/07/2020 à 19h06.

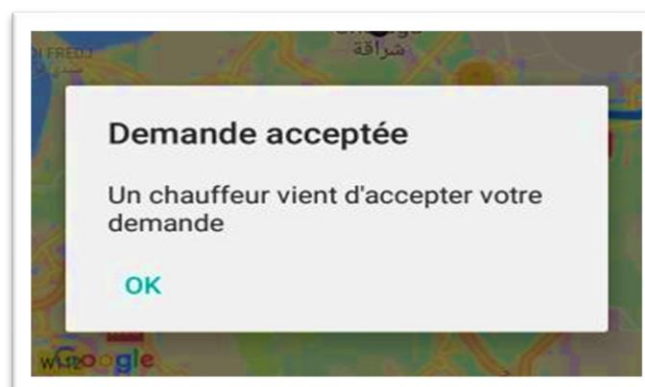
These statistics were compiled in 2019. Subsequently, other actors multinationals have joined the **PVD** market in Algeria. Such as: Careem and **HEETCH**.

Figure N°12: Illustration of the validation of a request on the YASSIR driver platform and Code promo



Source: Platform of YASSIR Application

Figure N°13: Illustration of the acceptance of the request on the YASSIR Driver platform.



When a driver is interested in your service request, he validates and that's when your YASSIR experience begins.

Feedback

comments and notes: Once you have arrived at your destination, you could share your impressions. Then go to YASSIR and assign a rating and a comment to your driver. These comments will reassure other app users

2.10. Autres services proposés par YASSIR :**❖ YASSIR EXPRESS (Food):**

Like the Uber Eats service, YASSIR offers through its application a ready meal delivery service without having to go to the restaurant.

A service through which E-consumers will be put in touch with E-suppliers for the purchase of remote meal service products presented on the application.

On November 16, 2019, YASSIR launched the YASSIR Food application, which delivers meals from different restaurants to customers' homes. On April 13, 2020, YASSIR Food evolved and became YASSIR Express to adapt to market needs, especially during the period of confinement due to the coronavirus pandemic.

YASSIR Express is a delivery service via a mobile application that delivers everyday products to customers wherever they want, 7 days a week. A variety of stores with different types of products are available on the application.

❖ Categories of available stores:

Restaurants, butcher shops, convenience stores, cosmetics, pharmacies, wholesalers, pastry shops, fruits and vegetables, bakeries, and pet stores.

❖ Categories of delivery personnel:

- ❖ On foot
- ❖ By bicycle
- ❖ By motorcycle
- ❖ By car

2.9. How to use the application:

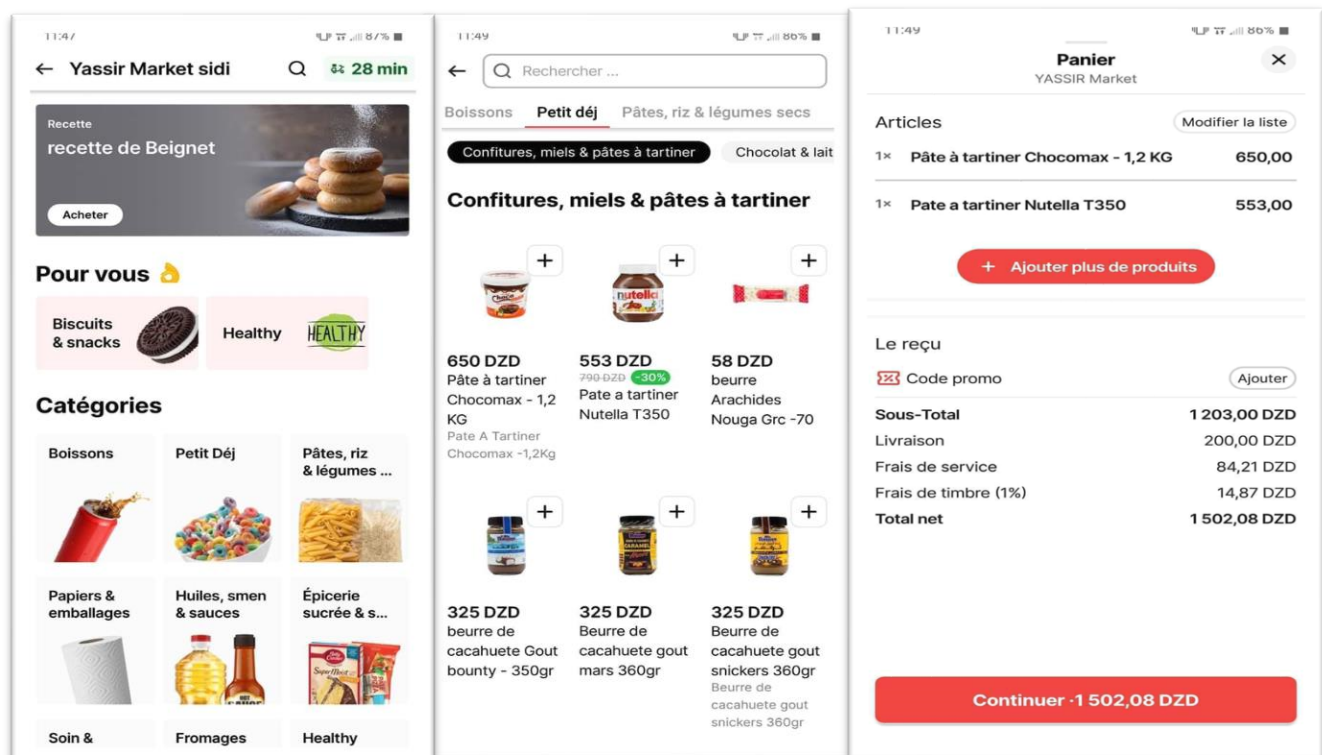
- ❖ Search for stores in the user's vicinity
- ❖ Select the products to be added directly to the cart
- ❖ Receive the order delivered to the customer's address through geolocation

2.11. YASSIR convenience store:

At the end of 2022 YASSIR added another service which is attached with the YASSIR express service on the name YASSIR convenience store. Its concept is to make food purchases remotely to customers via the Apple telephone according to its list or via the application, after making home delivery. (Standby).

For the moment it will be launched in the Wilaya of Algiers, it has several BACKSTORE: KOUBA, HARRACHE, BAB EZZOUAR, CHERAGA, OUD ROMANA, OULAD FAYET, SIDI YAHIAIA

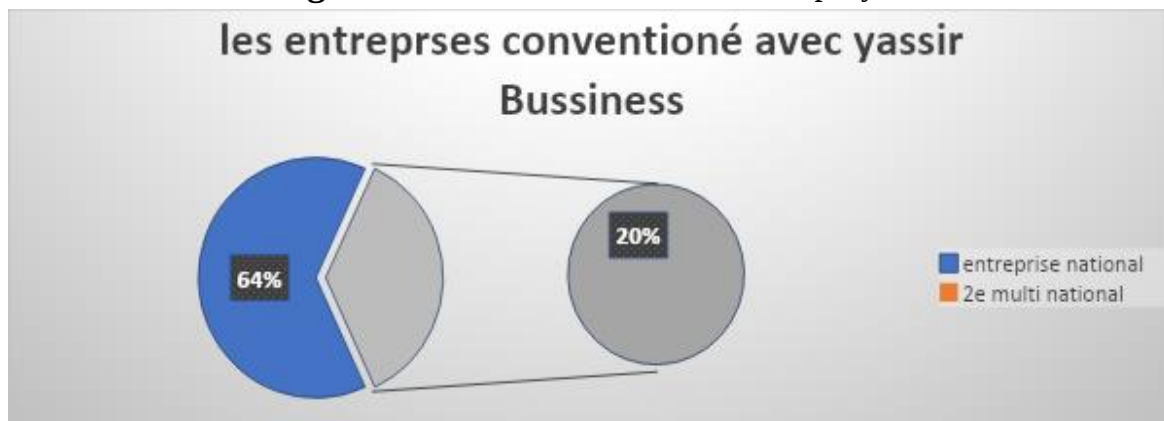
Figure N°14: Market product of YASSIR Express application.



2.12. YASSIR Business:

YASSIR Business is an application designed for all businesses, providing them with a solution for their employees' transportation at minimal cost and effort. This solution for professionals aims to help all businesses optimize their organizational and financial resources without any prior budgetary commitment.

Figure N°15: YASSIR with others company convention



2.13. The advantages of YASSIR Business for businesses include:

- ❖ **Dematerialization of transport:** No need to have a fleet of vehicles to manage employees' transportation.
- ❖ **Better cash management:** A way to eliminate cash for employee travel with the Business offer.
- ❖ **Analysis and monitoring:** Ensure better monitoring and analysis of costs related to employee transportation.
- ❖ **Security and total control:** Controlled management of transport, with all movements subject to approval by the company.

2.14. Teleconsultation:

In response to the Covid-19 epidemic and in collaboration with a community of volunteer doctors, YASSIR offers its customers access to specialists who will answer all questions or doubts online, in order to alleviate the burden on hospitals and clinics which represent a favorable environment for the spread of the virus.

2.15. How does it work?

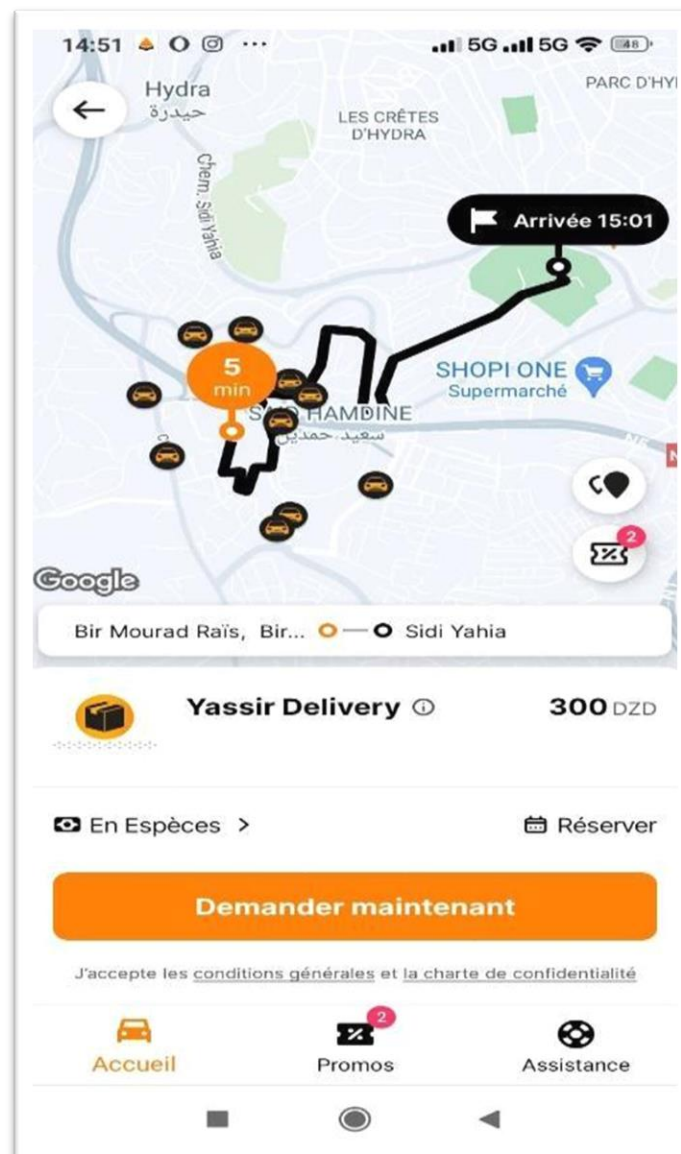
To use the teleconsultation platform, here are the steps to activate the account:

- ❖ Volunteer form: Doctors who wish to volunteer to answer citizens' needs, doubts, or questions online must fill out an online form with their personal information, specialties, availability hours, etc.
- ❖ Volunteer doctor guide:
- ❖ Submit the volunteer form;
- ❖ Activate the account on the Zoom platform (This tool is used to schedule consultation sessions);
- ❖ Schedule a consultation session;
- ❖ Fill in availability;
- ❖ Start the consultation session.

Section 03: YASSIR delivery

The launch of the request is available on the wilayas: Alger, Blida, Oran,
As a first step: access the application and select the starting point on the 1st tile, and the destination on the second tile

Figure N°16: Lunching the request

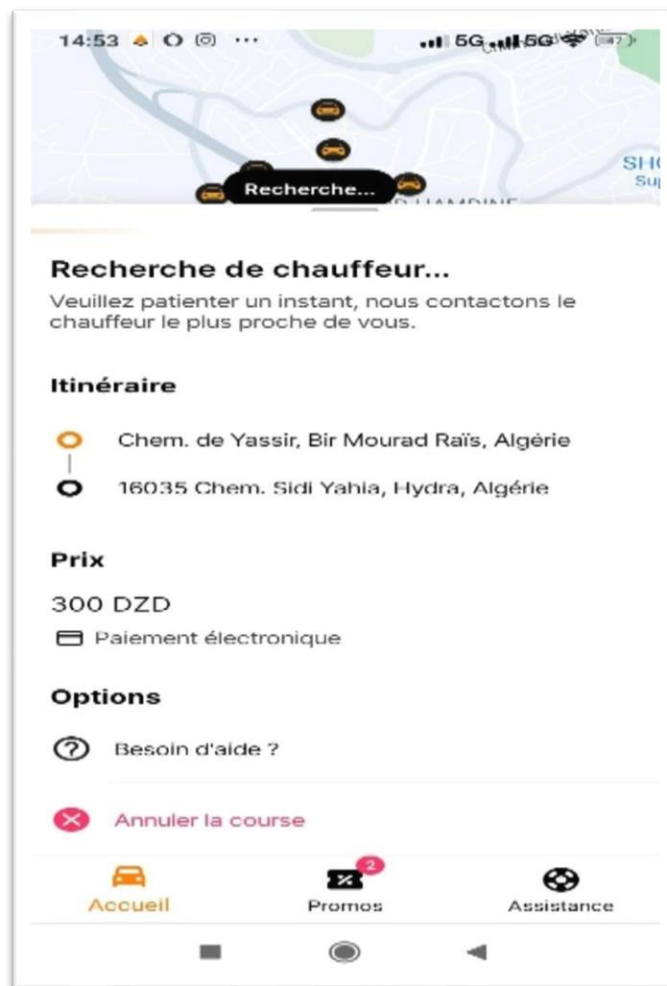


Source: YASSIR DOCUMENTATION

2.17. Validation of the request with the client

The fact of validating the request on the application it will be intended on one of the Driver Platform for the delivery good who is in online status

Figure N°17: Validation of the request with the client



Source: YASSIR documentation

2.18. Validation of the request at the delivery person:

The driver receives the delivery request on his YASSIR chauffeur application, at the starting point which is close to max 4 k. He agrees to contact the customer to collect the package or the document.

Second step:

Once the request has been accepted by the driver; the latter is responsible for going to the customer and picking up the package and delivering it to its recipient

2.19. The payment of the service

the price is already displayed at the customer's before validating his order on the application, the deliverer will cash in cash before departure or, on arrival.

YASSIR delivery is the model par excellence of the B to C distance selling service.

2.20. YASSIR deliver more

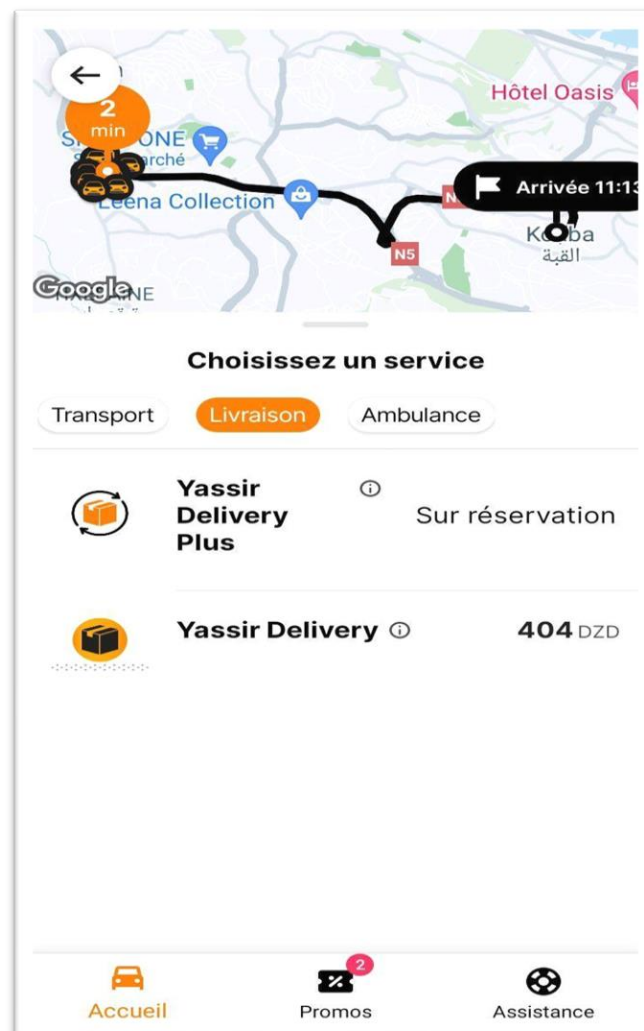
This service is the ideal partner for online sales professionals (e-commerce) because it allows them to deliver their goods to their customers and receive their royalties securely with a simple click on the application.

2.21. YASSIR delivery and delivery plus:

The YASSIR company has added another service to its basket which is YASSIR delivery YASSIR Delivery plus. This is a new feature in its application that will send packages or documents with acknowledgment of receipt. That said, YASSIR driver will provide an acknowledgment of receipt.

This makes the difference between the “YASSIR Delivery” and “ASSIR Delivery Plus” option.

Figure N°18: Type of delivery



Source: YASSIR DOCUMENTATION

For the first, it is a simple delivery, while the second allows you to recover the acknowledgment of receipt or the amount paid by the customer.

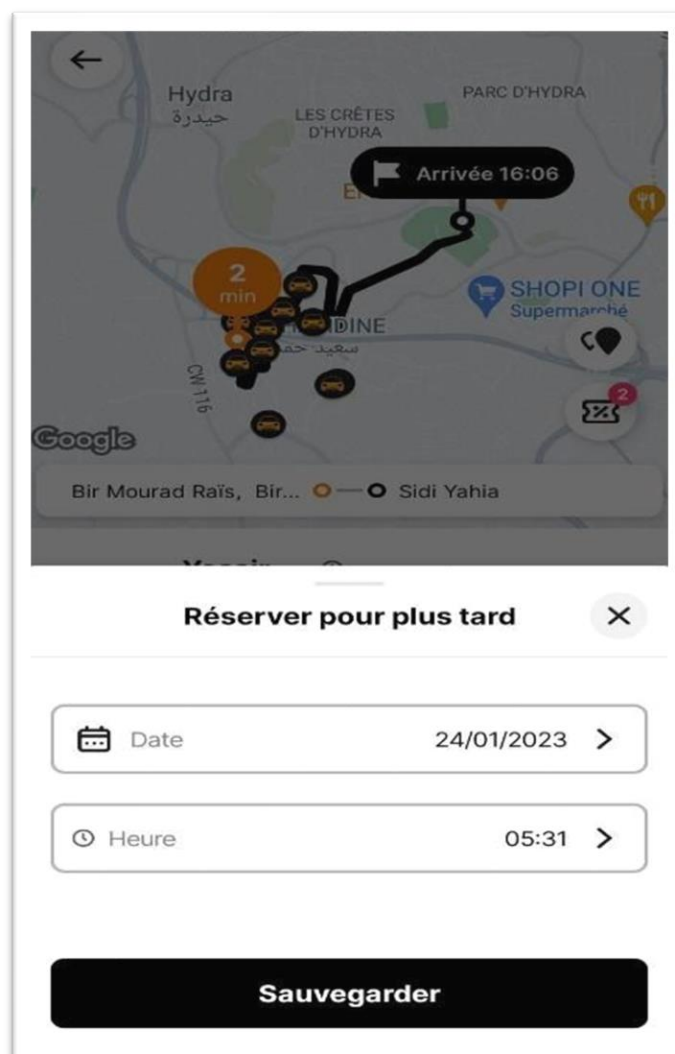
To do this, all you need to do is:

- Introduce the place of departure and point of arrival
- Choose the "Delivery" category
- Click on “YASSIR Delivery Plus”

2.21.1. apply the request

Make a reservation on the platform by mentioning the routes from point A to B after returning to the customer at point A.

Figure N°19: apply the request of delivery

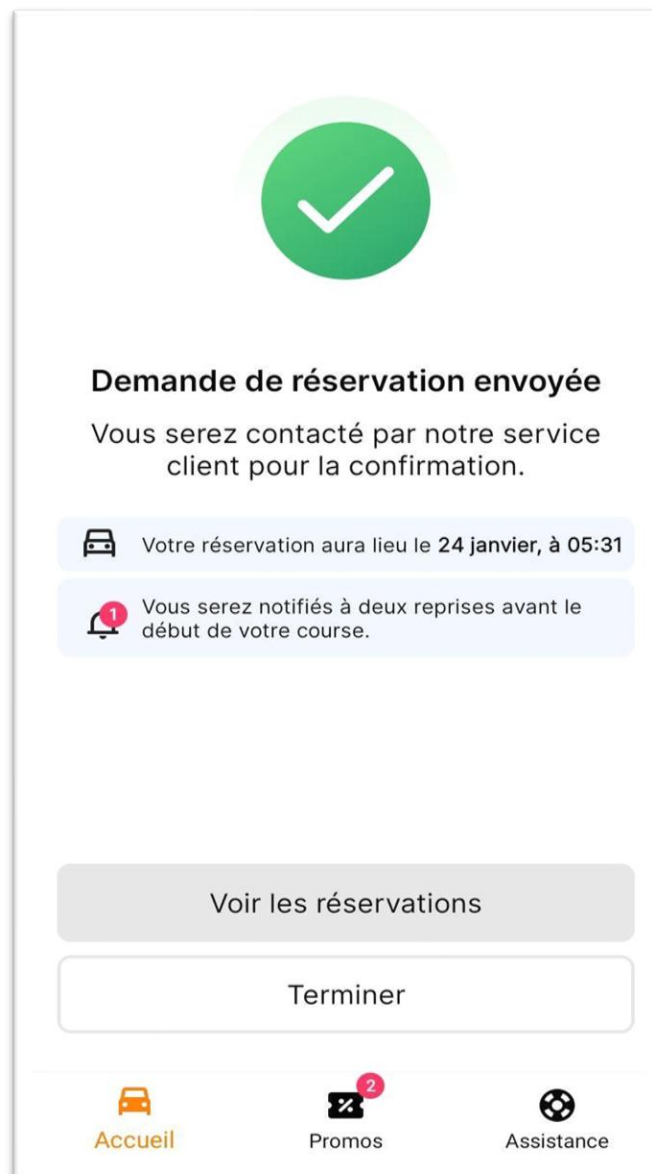


Source : Yassir Application documentation

2.22. reserved

The customer must mention the date and time of the delivery to validate it.

Figure N°20: Booking and validation

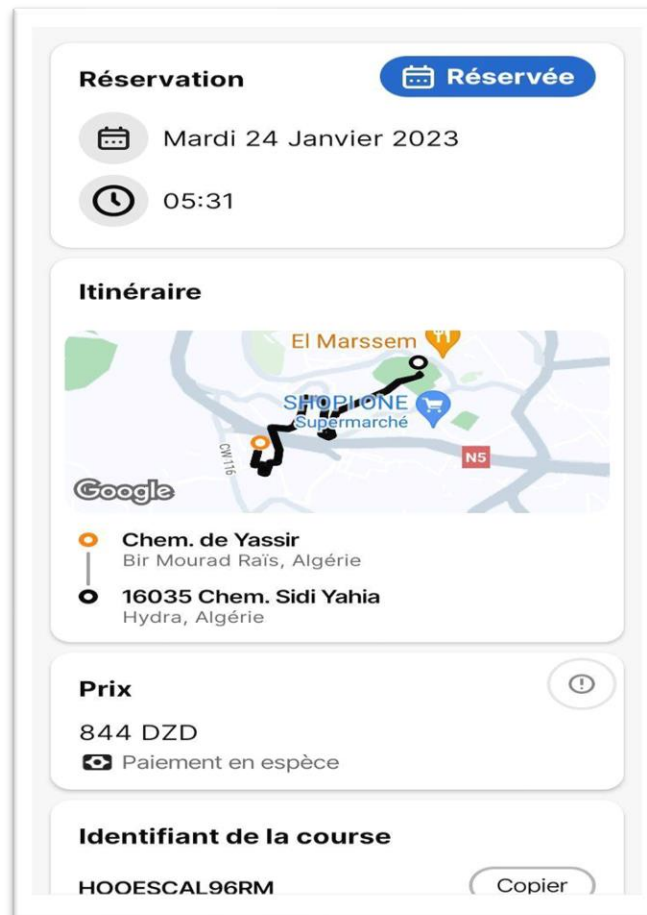


Source : YASSIR App documentation

2.22.1. validation of the request

Confirmation of the request with the reservation service (team dispatch)

Figure N°21: apply the request of delivery



Source : Yassir Application documentation

2.22.2. Fourth and last Steps:

delivered and collected on the day of delivery, the driver must call the customer to collect the documents. And deposit them at point B after returning to the customer at point A to collect the amount displayed by the application.

Finally, this service succeeded in making 2 options in 1 click to do its e-Commerce via the Platform and open up opportunities to particles or professionals to advance and develop their online sales services.

Chapter 04: *Diagnosis of the impact of the integration CRM on YASSIR company in Algeria*

Section 1: *Research methodology.*

Section 2: *Presentation of the results.*

section 3: *Summaries and suggestions*

1. Section 1: Survey Methodology

1.1. General information on the sample survey:

Quantitative studies are the most widely used methods to obtain the information essential to rational choices and the implementation of the company's commercial strategy. The purpose of these studies is to measure and evaluate the market and its potential.

To establish this study, the company acts by survey to choose the sample to be questioned, in a base population (parent population). By definition: "the poll is a survey carried out on a subset or sample whose characteristics and/or opinion on a given subject we want to know by questioning only a limited number of its members"¹

The validity of the results essentially depends on:

- The representativeness of the sample, which depends on the sampling method used (probabilistic or empirical methods).
- The representativeness of the estimate, which depends on the size of the sample.

1.2. Sampling:

Sampling is an important step in the sample survey because the quality of the results depends essentially on the quality of the sample.

Before constructing a representative sample of individuals, it is first necessary to clearly define the population to be studied.

1.2.1. The construction of the sample:

Before we discuss the two major sampling methods, a sample must first be defined. The sample is defined as a "group of people with the same characteristics as the base population to be studied"²

The theory of samples is based on the mathematical theory of probability and in particular on the law of large numbers.

1. CHIROUSE (Yves), marketing: Studies prior to decision-making, Edition Marketing, Paris, 1993, P.112.
2. BERTRAND (J, P): Sales and marketing techniques, Edition Bertin ante, 1994, P.129.

The two broad categories of sampling methods are probability methods and empirical methods.

1.2.1.1. Probability sample (Random):

All people in the population have an equal chance of being part of the sample.

We proceed to the drawing of lots (systematic drawing of lots from the list of individuals or use of random number tables).

This is a difficult or even impossible method when the population studied is very large. It requires the complete list of the population to be compiled: hence the derived methods:

- The multi-stage sample: successive draws are carried out.
- The cluster sample, random: we create groups of units, called clusters, then in these clusters we draw individuals.
- The stratified sample: we create strata, and we draw individuals by strata.

1.2.1.2. Non-probabilistic(empirical) sample: The sample is not drawn by lot. The population list is not available. The most used methods are:

- ❖ **The sample by quota:** we are looking for quantified information on the total population. The sample is drawn in accordance with its statistics. This method is the most used because it is weak and relatively inexpensive.¹
- ❖ **The route method:** precise instructions are established for the interviewer (e.g.: interview a person in front of a specific radius every ten minutes).

3. KOTLER(Philippe) and DUBOIS(Bernard), marketing management, public-union edition, 1997 P.140

❖ Determining the size of the sample:

The precision of the results obtained during a sample survey depends on the precision sought. The larger the size, the greater the accuracy.

1.3. The questionnaire

The questionnaire is the most common instrument for collecting information. “It often incorporates not only the questions to be asked, but also the ranges of answers.

It is an extremely flexible instrument because of the variety of questions that can be asked”¹

Preparing a questionnaire requires making decisions about the choice of mode of administration, the wording and the form of the question.

1.3.1. Writing the questionnaire: Writing a questionnaire is not an exact science, but it is nevertheless of great importance. It is on the basis of this questionnaire that we will then exploit the answers given and bring out the most convincing results. It will therefore be a question of knowing how to ask the right questions and thus knowing how to arrange them in the questionnaire.

1.3.2. The form of the questions: There are two forms of questions:

- open-ended questions;
- Closed questions.

1.3.2.1. Open-ended questions: This type of question leaves the interviewee free to develop their ideas.

These questions also allow the individual to express themselves freely and allow the contribution of many ideas that the writer of the questionnaire did not think of.

They also make it possible to study the attitude of the consumer, but can subsequently pose problems of codification when using the questionnaire.

1.3.2.2. Closed questions: These are those for which the respondent can only answer by choosing the answers proposed in the questionnaire.

1.4. The quality of a questionnaire:

The questionnaire represents an essential element of communication. It conditions the rate and quality of responses.

The questionnaire should be designed as a tool for collecting information specific to the subject of the research. In addition, it must correspond to the language and characteristics of the intended target.

To do this, it is recommended to test the questionnaire with a sample of the target population. When drafting the questionnaire, certain principles must be respected:

- ✓ The questions must be clear, simple and precise;
- ✓ The words used must have the same meaning for everyone;
- ✓ Questions should be structured, ranging from general to detailed, simple to complex; Confidential questions should be placed at the end of the questionnaire.

1.4.1. The order of the questions:

The questionnaire is an ordered list of questions of various forms. The representation of the questionnaire must be well cared for in order to attract and arouse the interest of the respondent until the end. The first questions try to arouse the interest of the respondent, the difficult questions are placed at the end of the interview.

1.5. Examination of the questionnaire:

Once the fieldwork is completed, the questionnaires are checked. If it turns out that some are incomplete or contain obvious errors, they will therefore be rejected.

To facilitate the work of counting, it is preferable:¹

- ✓ To cancel all parts which are not used, for example the control questions.
- ✓ Transfer the questions noted quickly by the interviewer to the places where they should be.

1.6. Interpretation of results:

Once the counting is finished, the results are transcribed in a table.

However, these results remain raw and can therefore only be used for analysis once processed. There are several methods of processing survey data.

1.7. Presentation of our survey methodology:

My practical internship took place in the head office of YASSIR BIR MOURAD RAIS in route SAIID HAMDIIN for one month. During this period, I often go to the company where we have witnessed many of their activities.

1.7.1. Purpose of the survey:

The survey was conducted among employees of YASSIR, through which we tried to confront reality with the problem set out in this case the impact of CRM in their applications

1.7.2. Sampling mode:

Given the absence of an exhaustive list of the parent population, we chose the non-probabilistic (stratified) method, i.e.

The sample is not drawn knowing that the list of the population n is not available. For the analysis of the impact of integration CRM within their applications and their business we got only 35 requested and I find that the majority of our subscriber was:

- ✓ **student**
- ✓ Business man
- ✓ Others

And all of them have an experience with YASSIR.

Some of them give us good experience and some of them give us bad experience and that what we are going to mention in the next section,

The questions that I use to collect those data were direct question with proposed answer and some of them were open question that allow them to answer free

2. Section 02: Analysis and presentation of results.

In this part of the questionnaire, we are interested in knowing the Algerian people how they interact with YASSIR application and their services, in a more detailed way, we have, for this purpose, identified the population according to the following criteria:

2.2. Question analyse

Here is our main question and the analysis result in form of tables and comment:

Question 01: What is your age??

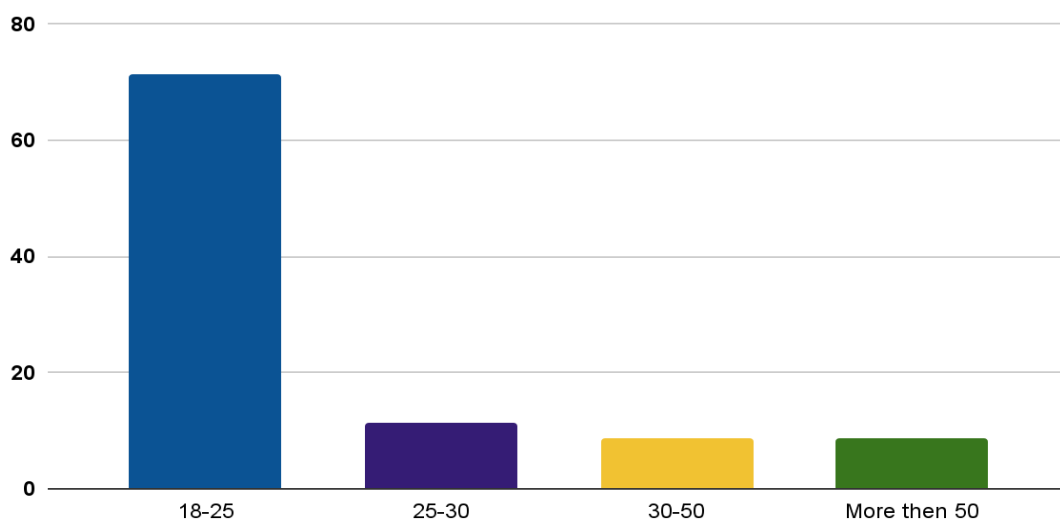
TABLE N°05: Age of our Subscriber

Variable	frequency	percentage
18-25		71.4 %
25-30		11.4 %
30-50		8.6 %
More than 50		8.6 %

Source: My documentation

Figure N°22: Age of our Subscriber

What is your age ?



Source: documentation made by me

Comment: The survey was carried out on a sample of 30 people, then we find that more than 83.3% of the population are between 18 and 25 years old and we have another 10 % of the population between 25 and 30 years old and 3.3 % of population of 30 and 50 years and one person above 50 years old.

Question 02: What is your gender?

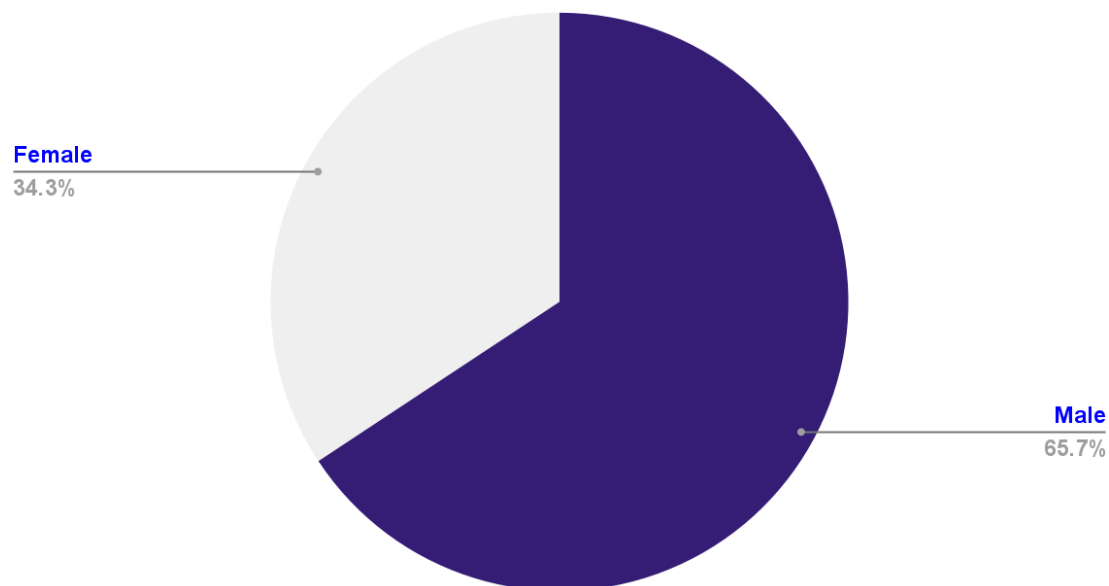
Table N°06: Gender of the Subscriber

sex	frequency	percentage
Male	23	65.70%
Female	12	34.3%

Source: My documentation

Figure N°23: Gender of our Subscriber

What is your Gender for 35 varibale



Source: documentation made by me

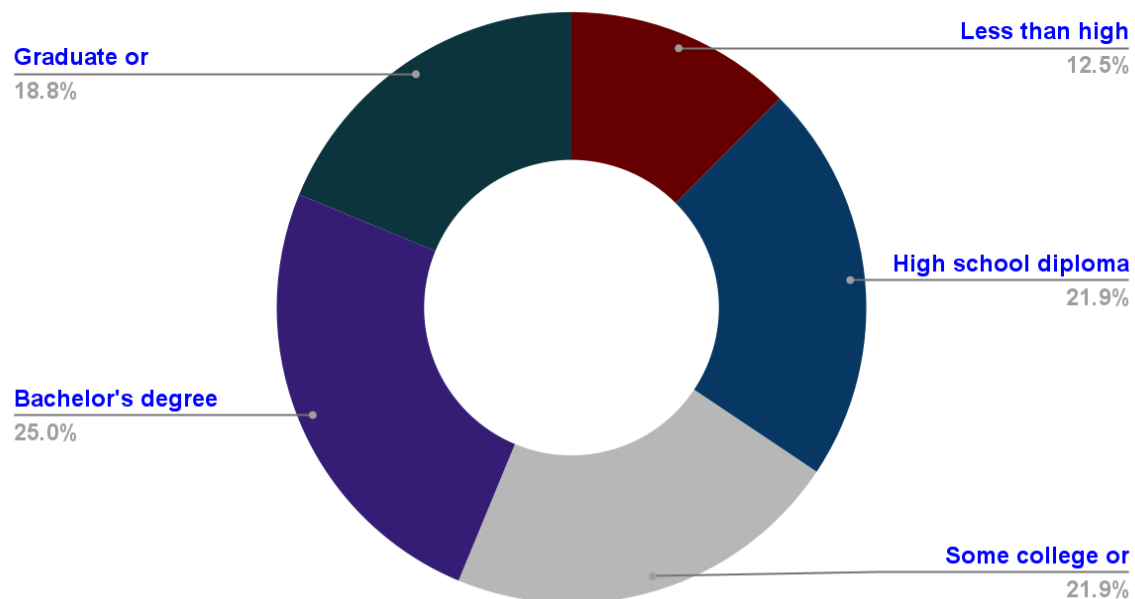
"While the majority of respondents in my survey identified as male (66.66%), it is important to recognize that gender identity is complex and binary questions may not fully capture the range of gender identities that exist. As such, it is necessary to approach questions related to gender with sensitivity and awareness of their potential impact on individuals who are responding to the survey.

Question 03: Level of education

In this question we got this result that appear at the next figure

Figure N°24: Level of education for all 35 respondents

Level of education for 35 varibale



Source: documentation made by me

Looking it appears that a relatively small percentage of respondents (11.11%) reported having less than a high school education, while the largest percentage of respondents (25.9%) reported having a Bachelor's degree. This could suggest that the sample population is more

highly educated than the general population, which could have implications for how the results of the study are interpreted and applied.

It's also interesting to note that the percentage of respondents with a graduate or professional degree (22.2%) is almost equal to the percentage with only a high school diploma or equivalent (22.22%). This suggests that there may be a relatively even distribution of education levels among the sample population, with a significant proportion of respondents having attained higher education beyond a bachelor's degree.

Overall, these numbers provide valuable information about the education level of the sample population and can help contextualize the results of the study. However, it's important to keep in mind that education level is just one variable that can impact attitudes and behaviors, and additional factors should also be considered when interpreting the data.

Question 04: What is your occupation?

In this question we got this result that appear at the next figure:

Table N°07: Occupation of the respondents

occupation	jobs
Doctor	1
Teacher	1
Engineer	2
Programmer	2
Chef	1
student	24
Business owner	1
Controle qualite	1
Marketer	1
Agent	1

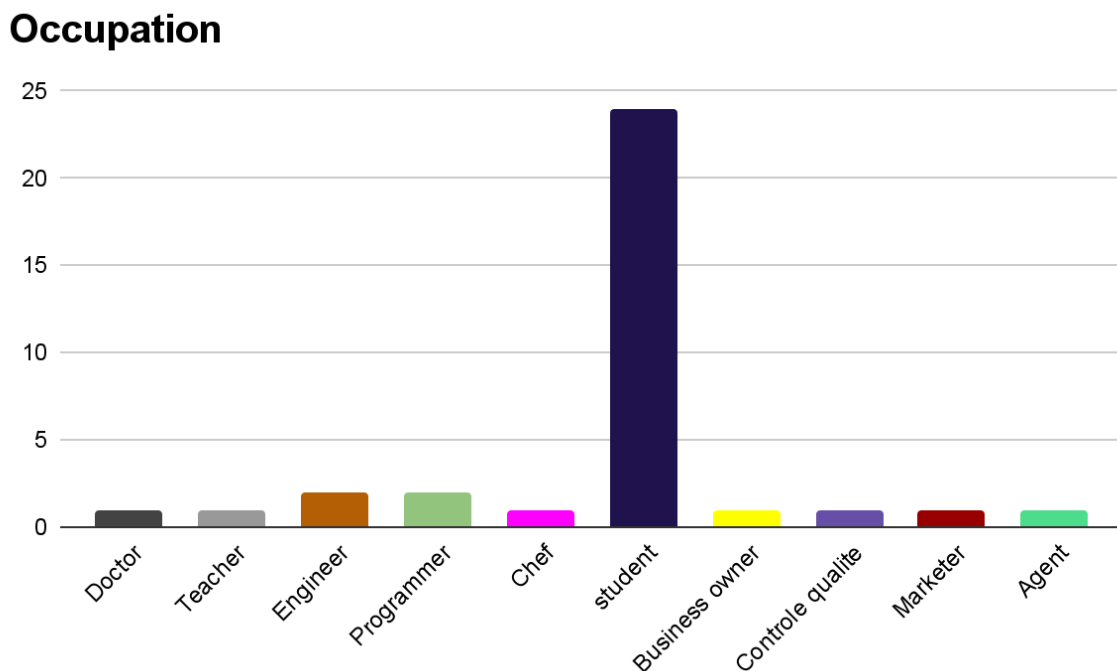
Source: My documentation

It appears that the majority of the respondents (76.66%) identified as students, while only a small percentage (3.33%) identified as professionals in fields such as medicine, engineering, teaching, business ownership, quality control, marketing, and programming.

It's important to note that the high percentage of student respondents may be reflective of the sample population, which could have implications for the interpretation of the results. For example, the perspectives and experiences of students may differ from those of professionals with more work experience and different backgrounds.

However, it's also worth considering the potential limitations of a survey or study that includes a limited number of professional respondents. Depending on the research objectives, it may be important to ensure a more diverse sample population that includes individuals from a range of professions and backgrounds in order to gain a more comprehensive understanding of the topic at hand.

Figure N°25: Occupation of the respondents



Source: documentation made by me

Overall, these statistics provide valuable information about the composition of the sample population and can help contextualize the results of the study.

However, it's important to consider the potential limitations and biases that may be associated with a survey that includes a limited number of professional respondents or a high percentage of student respondents.

Question 05: What is your income level?

In this question we got this result that appear at the next table

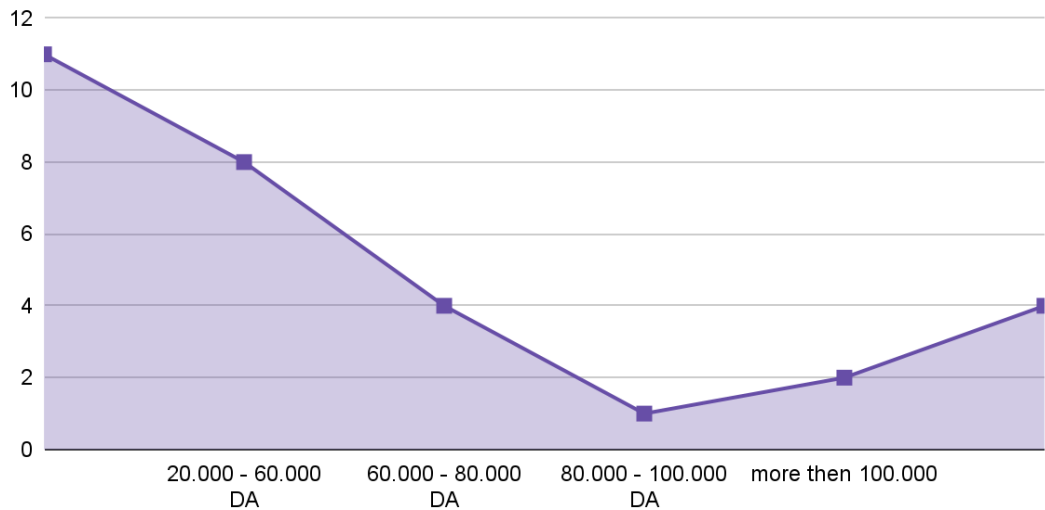
Table N°08: income level of the respondents

income level	price
Less than 20,000	11
20.000 - 60.000 DA	8
60.000 - 80.000 DA	4
80.000 - 100.000 DA	1
More than 100.000	2
Without Income	4

Source: My documentation

Figure N°26: the income level of the respondents

Income Level



Source: documentation made by me

Question 06: Have you ever heard about YASSIR application?

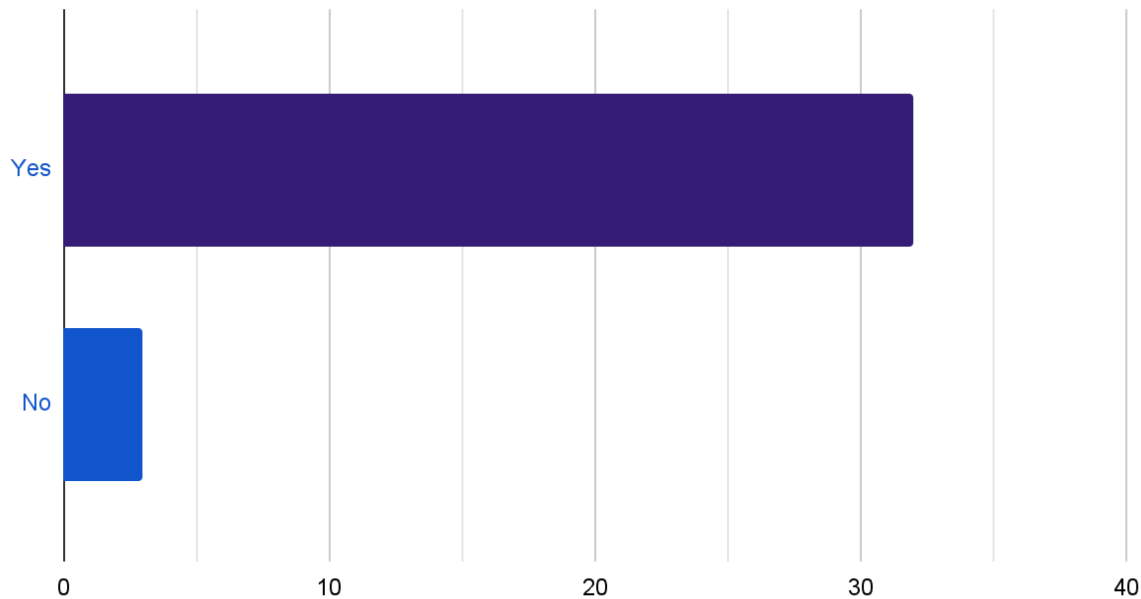
Table N°09: Repetition of YASSIR application

Answers	Total
Yes	32
No	3
Total	34

Source: My documentation

Figure N°27: client that Heard about the YASSIR application

Number of people who heard about Yassir Application



Source: documentation made by me

it appears that 33 individuals responded "Yes" indicating that they have heard about the application called " YASSIR," while only 2 individuals responded "No."

This suggests that a majority of the respondents in the sample population are aware of the " YASSIR " application. It could indicate a level of familiarity or popularity of the application among the surveyed group.

It would be interesting to further investigate the reasons behind the high level of awareness among the respondents. This information could provide insights into the effectiveness of the application's marketing strategies or its presence in the target audience.

However, it's important to note that this analysis is based solely on the provided data and without additional context or information about the surveyed population.

Question 07: What kind of YASSIR application did you have use before?

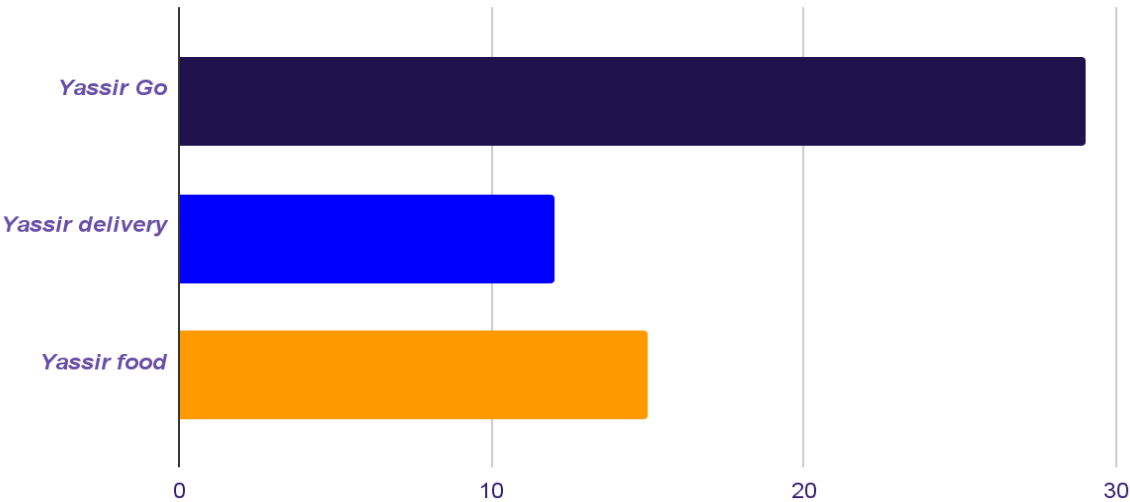
Table N10: application most used by client

application used	Period 1
Yassir Go	29
Yassir delivery	12
Yassir food	15

Source: My documentation

Figure N°28: application that used by of our respondents

What kind of Yassir application did you use before ?



Source: documentation made by me

It appears that out of the respondents who have used YASSIR applications before, 29 individuals have used YASSIR Go, 12 individuals have used YASSIR Delivery, and 15 individuals have used YASSIR Food.

These statistics provide insights into the usage patterns and preferences of the surveyed individuals regarding different YASSIR applications. YASSIR Go, which is a transportation or ride-hailing service, has been the most commonly used among the respondents.

The varying usage frequencies of YASSIR Delivery and YASSIR Food suggest that a significant portion of respondents have utilized these services as well, but to a lesser extent compared to YASSIR Go. This could indicate that transportation-related services are more widely known and used compared to delivery or food-related services offered by YASSIR.

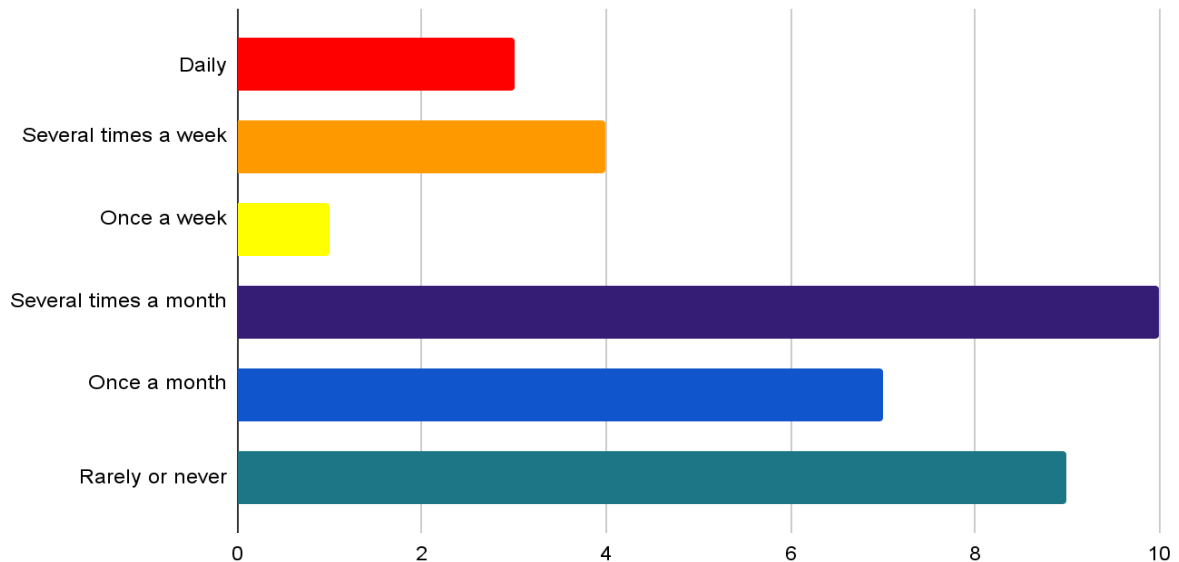
Further analysis could involve exploring the reasons behind the preferences for specific YASSIR applications, the satisfaction levels of users, and potential improvements that could be made to enhance the overall user experience.

Question 08: How often do you use the YASSIR app?

Table N°11: Frequency use by client

Frequency of use	Period 1
Daily	3
Several times a week	4
Once a week	1
Several times a month	10
Once a month	7
Rarely or never	9

Source: My documentation

Figure N°29: Frequency uses of our respondents**Frequency of use**

Source: documentation made by me

These responses provide insights into the usage patterns of the YASSIR application among the respondents.

- ✓ It's notable that there are individuals who use the application daily, suggesting a high frequency of usage and a strong reliance on YASSIR for their transportation or delivery needs.
- ✓ The category of "several times a week" also indicates that a significant portion of respondents use the YASSIR application multiple times within a week, although not on a daily basis.
- ✓ The lower frequency categories, such as "once a week," "several times a month," and "once a month," suggest that there are users who utilize the YASSIR application less frequently, likely for specific needs or occasions.
- ✓ It's worth noting that a portion of respondents indicated that they rarely or never use the YASSIR application. This could indicate that they rely on alternative transportation or delivery services or have different preferences when it comes to their transportation needs.

- ✓ These usage patterns can be valuable for understanding the engagement and adoption levels of the YASSIR application among the surveyed individuals, as well as informing potential improvements or strategies to cater to different user segments.

Question 09: How satisfied are you with the overall service provided by YASSIR?

Table N°12: Satisfaction level of our respondent

Satisfaction Level	Count
Very satisfied	9
Somewhat satisfied	19
Neither satisfied nor dissatisfied	3
Somewhat dissatisfied	2
Very dissatisfied	2

Source: My documentation

Figure N°30: Satisfaction level of the respondents

Chart of Satisfaction

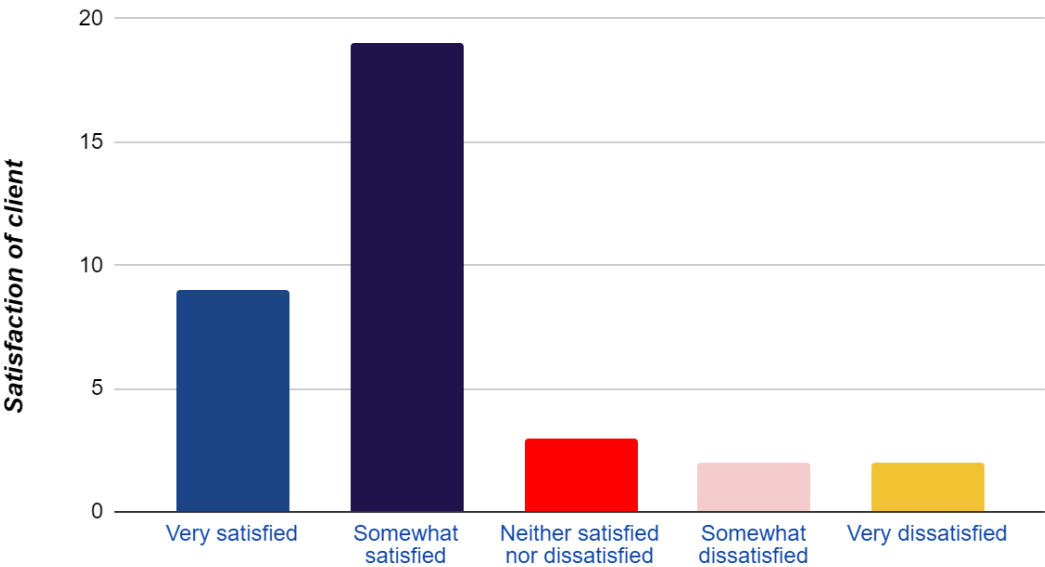


Figure N°32: Satisfaction of the respondents

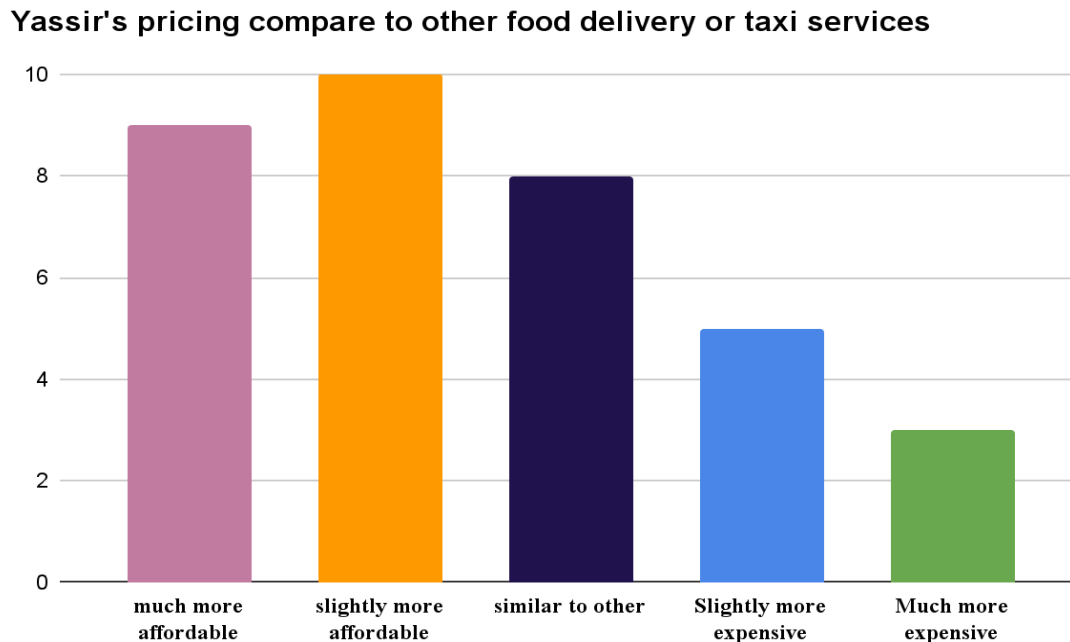
- ❖ The majority of respondents indicated being either "Very satisfied" or "Somewhat satisfied," suggesting a positive perception and overall satisfaction with the YASSIR application.
- ❖ A smaller portion of respondents fell into the categories of "Neither satisfied nor dissatisfied" or "Somewhat dissatisfied," indicating a moderate or mixed level of satisfaction.
- ❖ A few respondents expressed being "Very dissatisfied," highlighting a lower level of satisfaction or dissatisfaction with their experience using the YASSIR application during this search

Question 10: How does YASSIR pricing compare to other food delivery or taxi services available in your area?

Table N°13: Price service in YASSIR

Yassir Pricing	Total 01
much more affordable	9
slightly more affordable	10
similar to other	8
Slightly more expensive	5
Much more expensive	3

Source: My documentation

Figure N°31: YASSIR pricing compare to other food delivery or taxi services

Source: documentation made by me

YASSIR pricing is compared to other food delivery or taxi services in the area. According to the data, 9 respondents find YASSIR much more affordable, 10 find it slightly more affordable, and 8 perceive it as similar in pricing to other services. On the other hand, 5 respondents consider YASSIR slightly more expensive, and 3 find it much more expensive. Overall, perceptions about YASSIR pricing vary compared to other services.

Question 11: How do you typically pay for YASSIR services (e.g., cash, credit card, in-app payment)?

this table are showing us the result of the most method uses in the payment in Algeria:

Table N°14: Method of payment

Payment Method	Total
Cash	34
El dahabia	1
App payment method	0

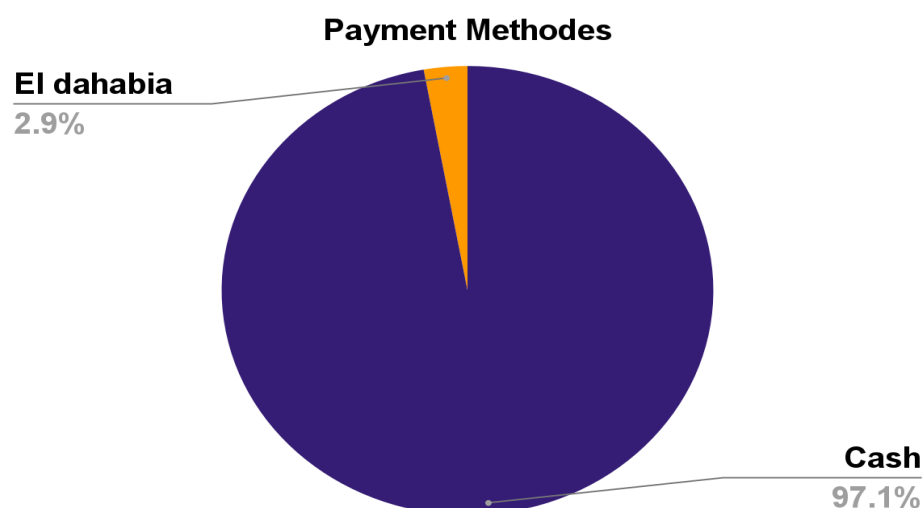
Source: My documentation

The table provides information on how YASSIR services are typically paid for by its customers. The data shows a breakdown of the payment methods used by respondents who have used YASSIR services.

The majority of the respondents (34 out of 35) preferred to pay for YASSIR services using cash, which is a popular payment method in many countries. One respondent (1 out of 35) preferred to pay using "El DAHABIA," which may refer to a type of electronic payment system used in some regions.

Interestingly, no respondents indicated using another payment method, which suggests that YASSIR customers primarily rely on cash payments or "El DAHABIA" for payment.

Overall, the data indicates that cash is the preferred payment method for YASSIR services, with only a small proportion of respondents using other payment methods.

Figure N°32: Method of payment

Source: documentation made by me

Question 12: How likely are you to recommend YASSIR to a friend or family member?

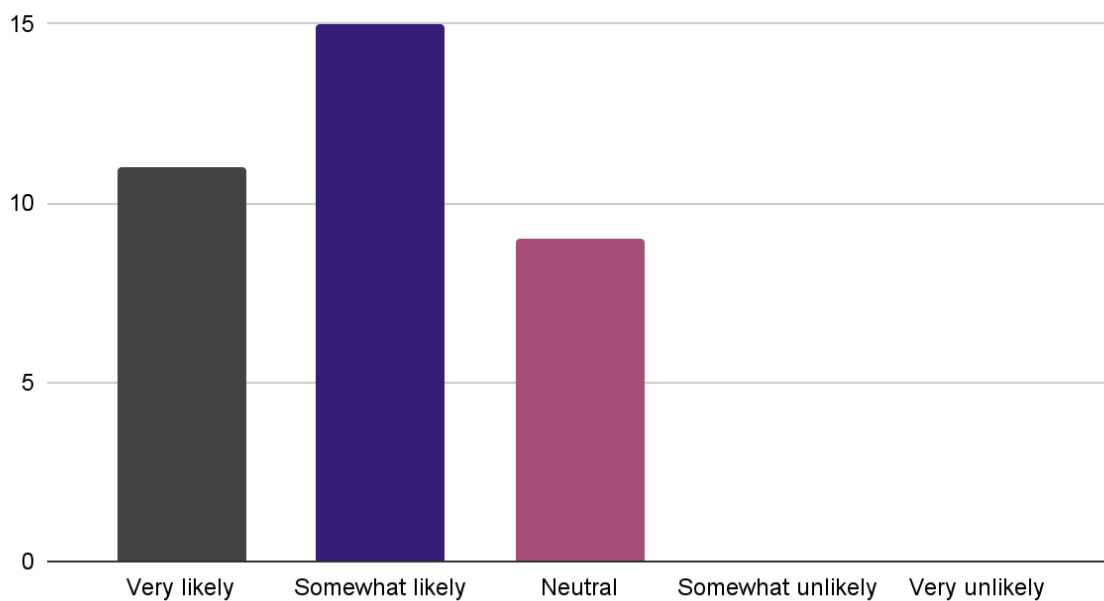
Table N°15: likelihood of YASSIR Application

Likelihood of Recommending Yassir to Friends or Family	Total
Very likely	11
Somewhat likely	15
Neutral	9
Somewhat unlikely	0
Very unlikely	0

Source: My documentation

Figure N°33: Likelihood of Recommending YASSIR to Friends or Family

Likelihood of Recommending Yassir to Friends or Family



Source: documentation made by me

The table presents the likelihood of customers recommending YASSIR to their friends or family members. The data reveals that out of the respondents surveyed:

- 11 respondents (31.4%) expressed being very likely to recommend YASSIR.
- 15 respondents (42.9%) indicated being somewhat likely to recommend YASSIR.
- 9 respondents (25.7%) maintained a neutral stance regarding recommending YASSIR.
- No respondents expressed being somewhat or very unlikely to recommend YASSIR.

Overall, the data suggests a positive inclination towards recommending YASSIR, with a majority of respondents expressing a likelihood of recommending the service to their acquaintances.

Section 03: Synthesis and SWOT Analysis:

The questionnaire provided valuable insights into various aspects of YASSIR, including pricing comparison, likelihood of recommendation, user demographics, and usage patterns. Here is a synthesis and expanded SWOT analysis based on the collected data:

1. SWOT ANALYSIS

1.1. Pricing Comparison

The data revealed mixed perceptions regarding YASSIR pricing. While a significant portion of respondents considered it more affordable or similar to other services, some respondents perceived it as slightly or much more expensive. This indicates the importance of price competitiveness for YASSIR to attract and retain customers.

1.2. Strengths

YASSIR offers competitive pricing, which is perceived as more affordable or similar to other services by a considerable proportion of customers. There is a positive likelihood of recommendation from a significant number of respondents, indicating satisfied customers who can act as brand advocates. YASSIR Go, the transportation service, is the most commonly used YASSIR application, suggesting a strong presence and user base in that segment.

1.3. Weaknesses

Some customers perceive YASSIR as slightly or much more expensive, which may hinder its competitiveness and attractiveness for price-sensitive customers. The survey had limited representation of professional respondents, potentially impacting the overall understanding of user perspectives and needs.

Certain segments of respondents indicated lower usage frequency, suggesting a need for increased engagement and retention strategies.

We have so many complaints about the driver and the time that he takes to respond
We have some problem also about the method of payment some client they prefer to pay by the internet instead of dealing with the driver.

1.4. Opportunities:

Capitalize on positive word-of-mouth referrals to attract new customers and expand the user base.

Enhance marketing efforts to reach a broader audience, highlighting the competitive pricing and positive user experiences.

Improve user experience and address concerns about pricing to increase customer satisfaction and loyalty.

Introduce alternative payment methods to provide more convenience and cater to the preferences of diverse customers.

1.5. Threats:

Face intense competition from other food delivery or taxi services, requiring continuous innovation and differentiation.

Negative online reviews or customer dissatisfaction can significantly impact the reputation and trust in the YASSIR brand.

Some respondents indicated limited awareness of YASSIR, highlighting the need for increased marketing and awareness-building activities.

In conclusion, YASSIR possesses strengths such as competitive pricing, positive likelihood of recommendation, and a popular transportation service. However, addressing the perception of higher pricing and appealing to a wider audience, including professionals, are areas that require attention. YASSIR should leverage positive recommendations, enhance marketing efforts, and focus on improving the user experience to maintain and expand its market position. Managing competition, addressing potential negative reviews, and exploring alternative payment methods are

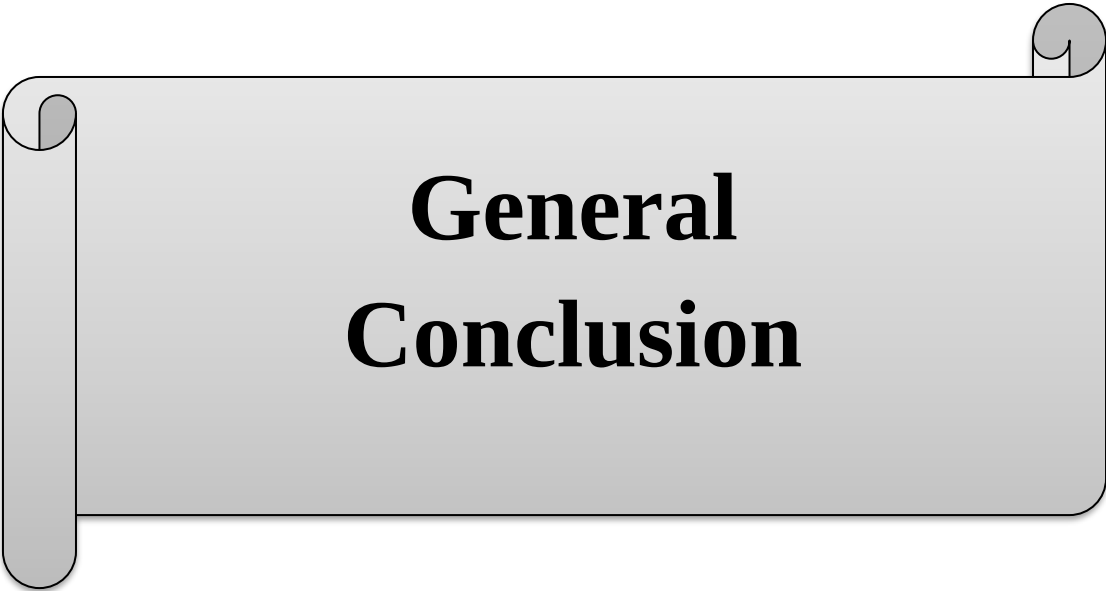
crucial for sustained success. Additionally, investing in technology to facilitate better communication and connectivity between drivers and clients can further enhance the user experience and differentiate YASSIR from competitors.

1.6. Suggestion:

Enhance customer experience: YASSIR should prioritize improving the overall customer experience by investing in user-friendly interfaces, seamless navigation, and efficient order processing. Incorporating customer feedback and conducting usability tests can help identify areas for improvement.

- ✓ ***Expand payment options:*** YASSIR should consider adding more payment methods to provide greater convenience and cater to a wider range of customer preferences. Integrating popular digital payment platforms and exploring cashless options can enhance the user experience.
- ✓ ***Strengthen driver-client communication:*** YASSIR should focus on improving the connection between drivers and clients to ensure smooth and efficient service. Implementing effective communication channels, providing driver training on customer service, and monitoring communication quality can enhance the overall experience.
- ✓ ***Stay updated with technology:*** YASSIR should actively monitor technological advancements in the industry and adopt innovative features that enhance its services. Incorporating real-time tracking, AI-powered recommendations, and personalized experiences can help differentiate YASSIR from competitors.
- ✓ ***to Monitor and respond to customer feedback:*** YASSIR should establish a robust feedback system to gather insights from customers. Regularly monitoring customer reviews and promptly addressing concerns or issues can demonstrate a commitment to customer satisfaction and drive improvements.
- ✓ ***Stay competitive in the market:*** YASSIR should continually evaluate the competitive landscape and identify unique selling points to differentiate itself. Conducting market research, understanding customer preferences, and adapting the service offerings accordingly can help maintain a competitive edge.

These suggestions aim to enhance YASSIR customer relationship management efforts and improve its position in the Algerian e-commerce market. It's important for YASSIR to align these suggestions with its overall business strategy and adapt them to the specific needs and preferences of its target customers.



General Conclusion

In this thesis, we examined the concept of Customer Relationship Management (CRM) and its significance in the e-commerce industry, specifically in Algeria. Through a case study of YASSIR COMPANY, we analyzed the impact of CRM on its operations and customer relationships. Additionally, we conducted an internship and developed a questionnaire to further analyze and gather insights.

The research findings highlight the importance of CRM in the e-commerce environment. Effective CRM practices enable businesses to understand customer needs, personalize interactions, and build long-term relationships. YASSIR COMPANY, successful integration of CRM has resulted in improved customer experiences, streamlined processes, and enhanced customer engagement.

Moving forward, it is recommended to explore additional CRM features and technologies to further enhance the connection between drivers and clients. This will contribute to a more efficient and seamless customer experience. Additionally, continuous analysis and improvement of CRM strategies will be essential to stay competitive in the dynamic e-commerce landscape.

Overall, this thesis provides valuable insights into the role of CRM in the Algerian e-commerce market. It highlights the need for businesses to prioritize CRM implementation to foster strong customer relationships and achieve sustainable growth. Further research can be conducted to explore CRM effectiveness in other Algerian e-commerce platforms and investigate its impact on various business performance indicators.

By embracing CRM strategies, e-commerce businesses in Algeria can optimize customer interactions, improve operational efficiency, and ultimately drive success in a highly competitive industry.

And made this study I get some answer for my hypotheses that was like that:

H1: Integration of CRM in e-commerce will improve customer experience and satisfaction, leading to increased customer retention and loyalty.

The research findings support the hypothesis that integrating CRM in e-commerce indeed improves customer experience and satisfaction. This, in turn, leads to increased customer retention and loyalty. By effectively implementing CRM strategies, businesses can personalize interactions, understand customer needs, and build stronger, long-term relationships with their customers. This enhances the overall customer experience, resulting in improved customer retention and increased customer loyalty.

H2: A well-implemented CRM system can lead to increased customer satisfaction and loyalty in the e-commerce environment.

The research findings validate the hypothesis that a well-implemented CRM system contributes to increased customer satisfaction and loyalty in the e-commerce environment. YASSIR COMPANY's successful integration of CRM has demonstrated positive impacts on customer satisfaction and loyalty. By utilizing CRM software, YASSIR COMPANY has been able to better understand customer preferences, personalize interactions, and provide tailored services, ultimately leading to higher customer satisfaction and increased loyalty.

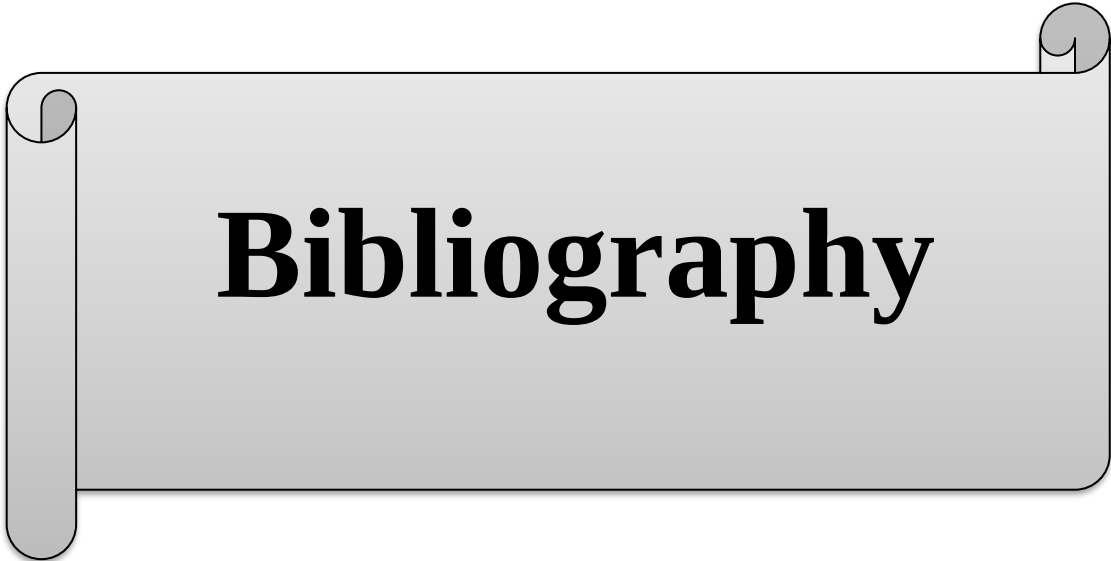
H3: The use of big data analytics in CRM can help YASSIR, an e-commerce company providing taxi and food delivery services in Algeria and other countries, better understand customer behavior and preferences, leading to improved marketing and sales strategies.

The integration of Customer Relationship Management (CRM) with big data analytics can have a significant impact on e-commerce companies like YASSIR. By leveraging big data analytics, YASSIR can gather and analyze vast amounts of customer data, including behavior patterns, preferences, and purchasing history. This allows the company to gain deep insights into customer needs and preferences, enabling them to develop more targeted and personalized marketing and sales strategies.

With a better understanding of customer behavior and preferences, YASSIR can tailor its offerings and promotions to individual customers, enhancing customer satisfaction and engagement. By utilizing big data analytics in CRM, YASSIR can identify trends, predict customer behavior, and optimize its marketing and sales efforts accordingly. This integration can ultimately lead to improved customer acquisition, retention, and revenue generation for the company.

Overall, the use of big data analytics in CRM can empower e-commerce companies like YASSIR to make data-driven decisions, enhance customer experiences, and achieve a competitive edge in the market.

By addressing these research questions and hypotheses, the study will provide valuable guidance for YASSIR COMPANY and the broader Algerian e-commerce sector, helping them optimize their CRM strategies and achieve sustainable growth. In conclusion, the findings of this research will shed light on the significance of CRM in enhancing customer relationships, improving business performance, and driving success in the Algerian e-commerce market.



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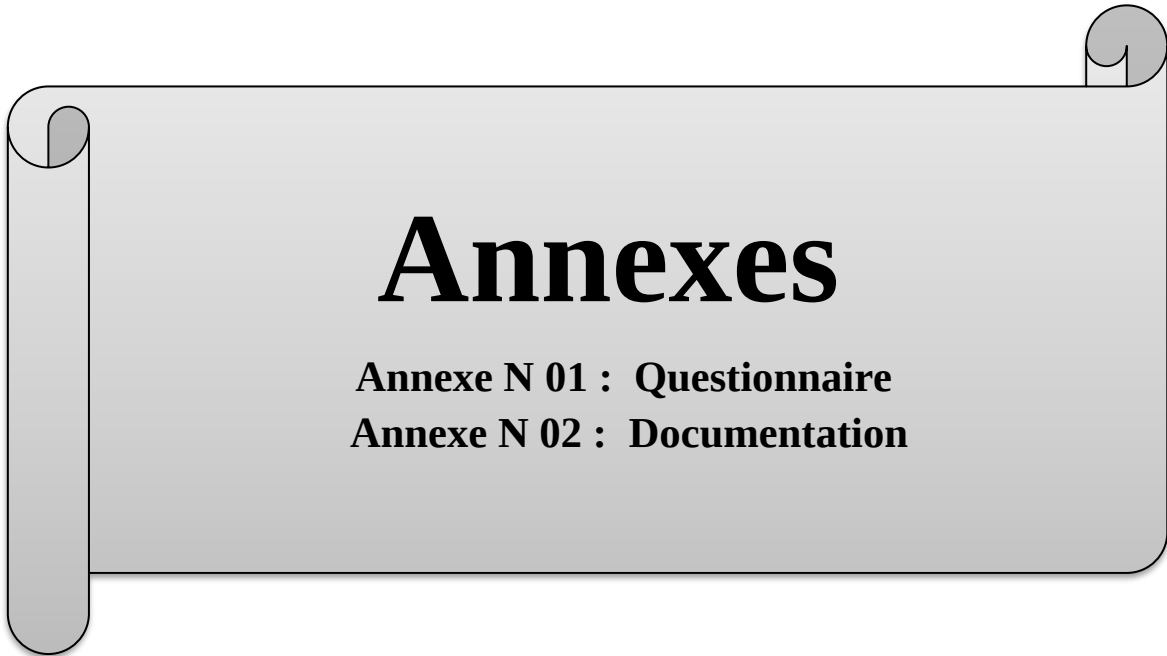
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Annex 01: Questionnaire

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Yassir application in Algeria

Yassir application in Algeria

* Indicates required question

1. What is your age? *

Mark only one oval.

- ☐ 18-25
- ☐ 25-30
- ☐ 30-50
- ☐ More than 50 years
- ☐ Other: _____

2. What is your gender? *

Mark only one oval.

- ☐ Male
- ☐ Female

3. Level of education *

Mark only one oval.

- ☐ Less than high school
- ☐ High school diploma or equivalent
- ☐ Some college or associate's degree
- ☐ Bachelor's degree
- ☐ Graduate or professional degree
- ☐ Other: _____

4. What is your occupation?

Mark only one oval.

- ☐ Doctor
- ☐ Teacher
- ☐ Engineer
- ☐ Programmer
- ☐ Chef
- ☐ student
- ☐ Business owner
- ☐ Other: _____

5. What is your income level?

Mark only one oval.

- ☐ Less than 20,000 Algerian dinars per month
- ☐ 20,000 - 40,000 Algerian dinars per month
- ☐ 40,000 - 60,000 Algerian dinars per month
- ☐ 60,000 - 80,000 Algerian dinars per month
- ☐ 80,000 - 100,000 Algerian dinars per month
- ☐ More than 100,000 Algerian dinars per month
- ☐ Other: _____

6. Have ever heard about Yassir application ? *

Mark only one oval.

- ☐ Yes
- ☐ No

7. What kind of Yassir application did you use before ? *

Check all that apply.

- ☐ Yassir Go
☐ Yassir delivery
☐ Yassir food
☐ Other: _____

8. How often do you use the Yassir app? *

Mark only one oval.

- ☐ Daily
☐ Several times a week
☐ Once a week
☐ Several times a month
☐ Once a month
☐ Rarely or never
☐ Other: _____

9. How satisfied are you with the overall service provided by Yassir? *

Mark only one oval.

- ☐ Very satisfied
☐ Somewhat satisfied
☐ Neither satisfied nor dissatisfied
☐ Somewhat dissatisfied
☐ Very dissatisfied

10. How easy is it for you to navigate the Yassir app and find the service you need? *

Mark only one oval.

- ☐ Very easy
- ☐ Somewhat easy
- ☐ Neither easy nor difficult
- ☐ Somewhat difficult
- ☐ Very difficult

11. How does Yassir's pricing compare to other food delivery or taxi services available *
in your area?

Mark only one oval.

- ☐ Yassir is much more affordable than other food delivery or taxi services
- ☐ Yassir is slightly more affordable than other food delivery or taxi services
- ☐ Yassir's pricing is similar to other food delivery or taxi services
- ☐ Yassir is slightly more expensive than other food delivery or taxi services
- ☐ Yassir is much more expensive than other food delivery or taxi services
- ☐ Other: _____

12. Have you experienced any issues with the Yassir app or service? If so, please describe.

13. How likely are you to recommend Yassir to a friend or family member? *

Mark only one oval.

- ☐ Very likely
- ☐ Somewhat likely
- ☐ Neutral
- ☐ Somewhat unlikely
- ☐ Very unlikely

14. How do you typically pay for Yassir's services (e.g., cash, credit card, in-app payment)?

Mark only one oval.

- ☐ Cash
- ☐ credit card
- ☐ in app payment
- ☐ Other: _____

15. How many time you use this application the week? *

Mark only one oval.

- ☐ Less than once a week
- ☐ 1-2 times a week
- ☐ 3-4 times a week
- ☐ 5-6 times a week
- ☐ More than 6 times a week
- ☐ Other: _____

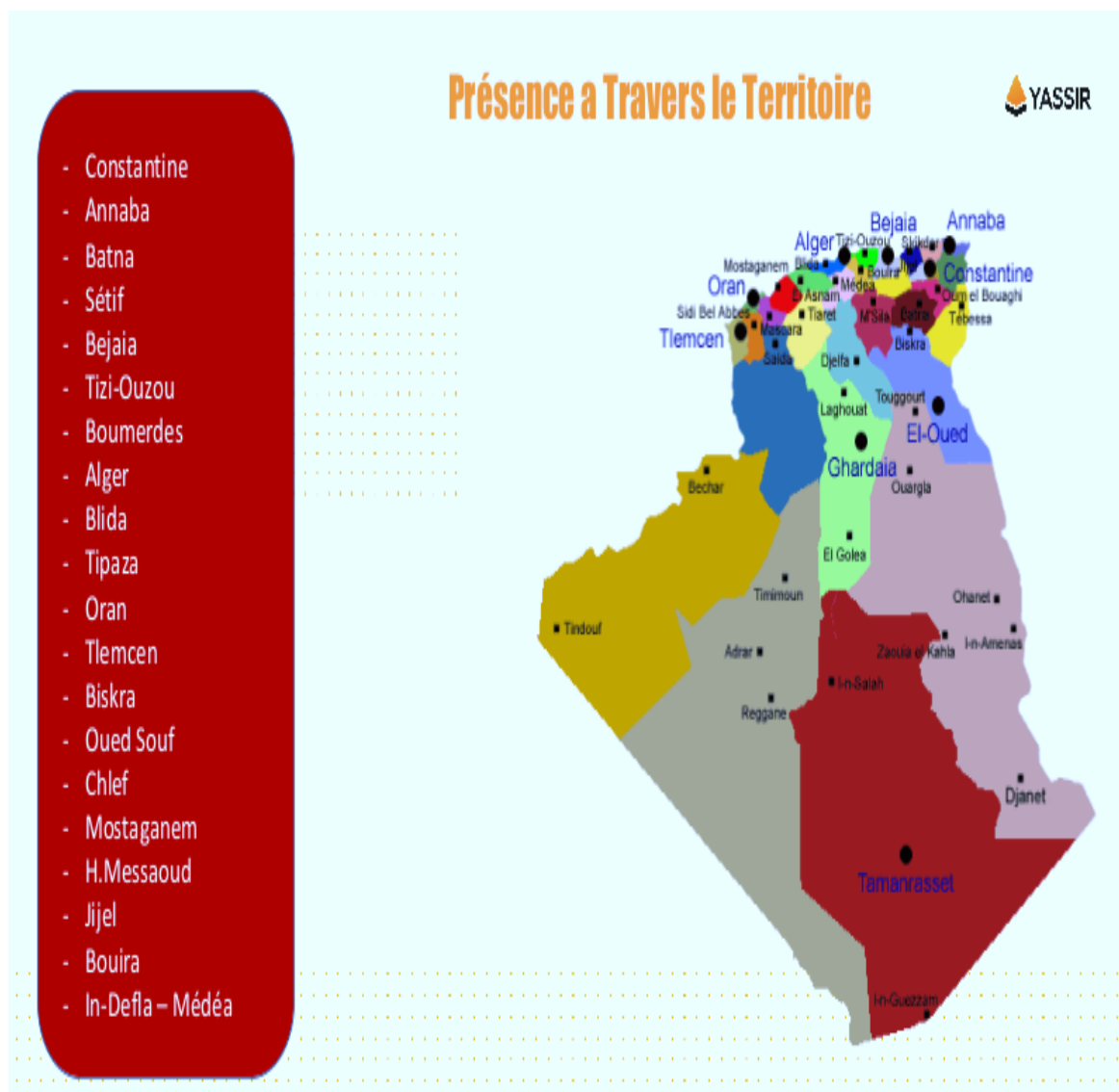
16. What improvements would you suggest to make Yassir's service better?

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Google Forms

Annex 02: YASSIR documentation

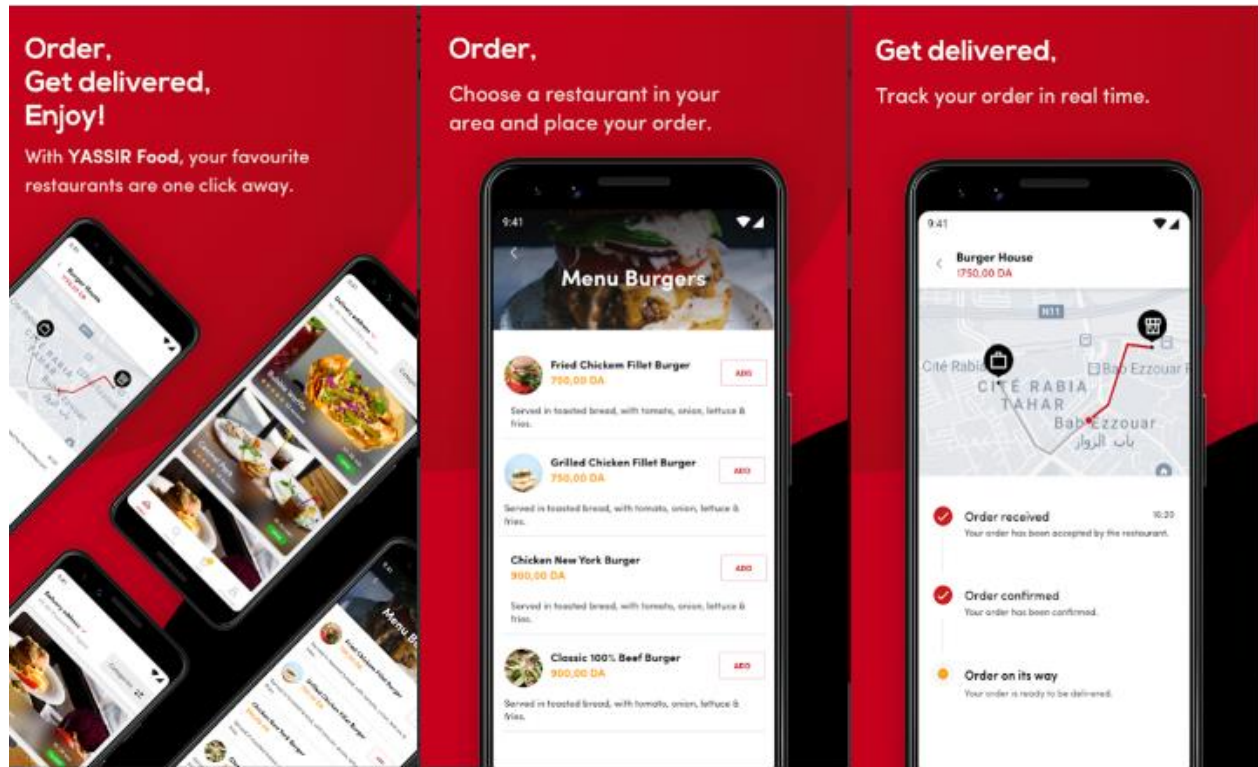
Presence across the territory



YASSIR EXPRESS ANNOUNCE



Platform of YASSIR Express Application.



Market shop of YASSIR Delivery



