

There are several influencing factors concerned with the company and new product performance. Customer Relationship Management is one of them, which ultimately becomes backbone of an organization. The complete thesis designates the factors affecting Customer Relationship Management process, CRM technology and CRM reward system on New Product Performance and eventually on Company Performance. Many Studies on CRM and New Product Performance are continue from several years and deliberated its organization-wide importance.

The CRM processes in the context of New Product Development described hypotheses for the additional research in relation with Company Performance. Data was collected from 233 respondents from seventeen randomly selected manufacturing organizations in Pakistan. The Pearson's correlation coefficient for company performance described a strong and positive relationship of all variables. The consistency of the construct was measured by evaluating the reliability by cronbach's alpha of individual items. For the testing of external validity, the procedure of confirmatory factor analysis was used which suggests the validity including reflective indicators of key construct by calculating regression weights through AMOS and SPSS.

The SEM was used to calculate the path coefficients that evaluate strength of relationships. Separate models for the direct and indirect effects of company performance were examined for similarities and differences in perceptions. The outcomes described when a firm implements more its CRM processes in an NPD context, the higher the firm's new product performance. On the other hand, CRM technology did not positively influence the new product performance.

In addition to this the application of CRM reward systems also did not facilitate new product performance. While introducing successful new products ever has a strong influence on improving company performance. In addition to this new product performance was an important mediator of the CRM processes and company performance link.