**Abstract**:

The current study aimed to highlight the played role by the system applications in the adoption of technological solutions, the response of technical services to the requirements of the customer, the security of customer’s information, and the integration of services the customer-oriented.

The analytical descriptive approach was used, and the questionnaire was used as a tool for collection data. This tool was distributed to employees of the departments related to the customer relationship management (CRM) system, such as: information technology management, development management, marketing management, customer service management in the banks where are implementing the system. The sample was selected using the Convenience sampling from (7) banks out of (18), and the valid questionnaires were (268) out of (302). The data were analyzed by the statistical software package System (SPSS) by using on percentages, frequencies, arithmetic mean, standard deviation, relative importance, and Cronbach's alpha test.

According to the data analysis ,the study reached to a number of results, the most important of which are: (38.8%) of the banks of the Republic of Yemen, which under this study, are found that the system adopts customer-oriented procedures and policies at a rate of (4.28%), and that the system contributes to the adoption of technological solutions for the system at a rate of (4.8%), and that the management system Relationships (CRM) contributes to the response of continuous technical services to the customer with a rate of (3.9), and that the system represents a lot of achieving information security with a rate of (3.9), finally that the system contributes to the integration of services with a rate of (3.8).

The study recommended that banks should interest in implementing integrated management plans for the customer relationship management (CRM) system, and interest in providing advanced and diverse electronic services that are in line with customers’ desires, and the need to respond effectively to amendments and suggestions related to the customer complaint process electronically. This study also recommended government agencies represented by the Central Bank to oblige banks to implement the Customer Relationship Management (CRM) system.

Keywords: customer relationship management, banking institutions.