

The primary focus of this exploratory study has been to find out how One World Courier can benefit by adapting a relationship marketing strategy for its business. It sought to find out the relationship between relationship marketing and other variables such as; customer satisfaction, customer loyalty, CRM organization structure, profitable customers, new potential customers, lost customers, information technology systems. The importance of this study cannot be over emphasized. Customer relations/ loyalty is very important to organizations today. The researcher sought to determine through this study, whether customers buy relationships and familiarity. Do they buy from people who know them and their preferences? The sample was taken as stated in the statement. The Data was collected by using Questionnaires and interview guides as the Research instruments The Data obtained from this study was analyzed using Descriptive statistics (pie charts and Bar graphs), while qualitative information generated from open ended questions was be organized into themes and a report produced to enrich the qualitative analysis Findings of the study reveal important information on Relationship Marketing, to commercial organizations and also provide practical new insights for Managers into effective customer Relationship Marketing, including the positive impact on an organizations bottom line, while providing a competitive advantage over competing firms in similar industries.