

Public Relations and Customer Service

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Abstract

This paper discover the PR roles in the customer relation issues, the purpose and benefit, what is the tools for PR. Also, it aims to investigate how you can people evaluate department of PR (customer serves) and the plan of PR. the literature review included background about the main work of public relation and customer service duties. Researchers used the survey methods and collect the data in the UAE PR offices. They found that there is a relationship between PR services and satisfying public needs.

Key words: Customers service; PR duties; Function of PR; Public's needs.

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INTRODUCTION

Public Relation is a management function that involves monitoring and evaluating public attitudes and maintaining mutual relations and understanding between an organization and its public. The public relations are important department in any company, which has relation with the customer service. Its first objective is to improve channels of communication and to establish new ways of setting up a two-way flow of information and understanding.

In this project we will discuss the Public Relation (customers) Measurement & Evaluation. We discuss

the purpose and benefit of public relation, Rule of PR, evaluation in the department of PR, tools and how can do the plan for PR. Also, we did the server for the department of PR (costumer) which gives us some of result about the important measurement and evaluation. The number of service is 100 from male and female in the department if PR and customer service. There is some specific place that we going such as, Bank Islamk Dubai, Electronic service if Ajman (ESA), Hospital Fuj, Company Etisalat Du, the charity Fujairah, Passport Authority in Fuj, Bank HSBC, Etisalat office in Al Ain. This helps us to find the information that will help to understand more the Measurement & evolution.

1. WHAT IS THE PR (CUSTOMER SERVICE)?

The customer is the person or unit receiving the output of a process on the system and the e sum total of what an organisation does to meet customer expectations and produce customer satisfaction and assist them, solving problem (Kumar, Remhma, & Pandey, 2009)

1.1 The Purpose and Benefit of Public Relation

Public relation is the process which people use to communication and make relation between it and its customers using different way of communications, channels and various tools. For example, the person who working in department of PR in Etisalat and customer serves (Irani, 2000).

PR and customer service responsibility for working in media to build strong image for company either by way of the company itself or its products. Public relations now try to make good relation with peoples and company to have good repetition and that will help the company to do many activities (Ibid.).

The department of public relation has many reasons and porous that people and company use it. There are:

- (a) Know a lot about products and Helpfulness in the work – you need to separate between the new product and old product, or developing some think new in the old product, this is work of PR they need to build good awareness and interest between people and through the media (Ibid.).
- (b) Building interest- the must import work of PR to build good propaganda among them and audience (Ibid.).
- (c) Sharing an experience of good customer serves and information – PR the information to deal with the customer and audience, this information will help them as a methods of public relation tools like articles, newsletters, websites and lot more (Ibid.).
- (d) Increasing demand – the PR is the responsibility for increasing the demand, this is the causes of success in many magazines or letters (Ibid.).
- (e) Strengthen the brand image-some of organizations use the brand image to strengthen the company. This is that will do the PR department (Ibid.).

There are some important benefits that using in public relation which is not found in any department such as marketing. The PR has fact that people can believe more. The company can use this as a method for promotion because it is more credibility and strategic to have better result.

There is some important of benefit in the public relation:

- (a) Economical way to reach your target audience in the masses which the PR helps you to deal with them (Lake, 2010).
- (b) Stimulates awareness of, and the demand for your company's products or services.
- (c) Help to build Strengthens image of company and perception the work in it (Ibid.).
- (d) Paints the picture of a company that is active and innovative (Ibid.).
- (e) Creates more credibility than traditional advertising, people can believe it more than AD because of some time it has to gab and the PR give you a clear image of the product, company... (Lake, 2010; Al-Jenaibi, 2011).
- (f) Creates an advantage of your competitors that are not utilizing PR effectively (Lake, 2010).

Overall the benefits of public relations cannot be denied, but make sure that you do it in an appropriate manner, as the public doesn't take to aggressive tactics very well, and neither does the media which is an integral part of public relations.

1.2 Plan of Public Relation and Customer Service

Customer service is considered as the main gateway for the organizations which links it with the outside public. It play a big role in most impressions and images that stick

on the public mind, and if the most important roles of the public relations is to build good image and confidence between the organization and its customers, but it is the right hand for the public relations (Hasan, 2007).

Customer service need active communication with the public to know what is the desired services outcome, what do the public want or not do, what are the target public's needs, concerns and interests and to know all these we need strategies, we need plan to apply the organization goals and objectives to meet the customer's needs and expectations to ensure that customer service takes place the way you expect it to. Quality of customer service rests with the public relations staff. Some of the realities must be clarified in the customer service plan. Assessing the customer service quotient, understand the customer requirements, creating organization customer vision and service policies, dealing effectively with customer and educating the organization staff is a very good steps to follow it as a plan to increase the organization efficiency and satisfaction and avoid the collapsing (Ibid.).

In order that you establish an effective plan to focus on customer service, firstly you need to know where you start from. Following is a self-assessment that, when completed honestly, will begin to point out opportunities for improving your customer service efforts. Secondly, organizations have to know their customers' requirements by you should start with a review of customer complaints and inquiries and surveys. After that review customer complaints and inquiries and comparison between what you think that you provide and what they have (Ibid.). Thirdly, you as a customer service employee, you must establish a customer-centered vision for your company. In other words, what you want to achieve, what is your insight for the organization future and did you meet your customers' needs through what you provide or you need more hard work to satisfy your public (Al-Jenaibi, 2014). Fourthly, value your customers to makes them feel good about you and your organization by asking them what do they want, do they feel comfortable about what you provide, listen to their complains if they have and try to solve it after discuss it with them, do not ignore any word, finally, you as a public relations staff, you should educate the customer service employees by training them in problem-solving and communication skills and this step should become a part of them default jobs.

BlackBerry is an example for that where Etisalat in United Arab Emirates was announced in August that it will stopped BlackBerry services, but in the same time they noted that it will provide BlackBerry customers an alternative solution that meets their needs with the least possible vulnerability in use, and it will announce in the next few days for all their customers about the details of this plan. Etisalat have an alternative plan that what makes BlackBerry customers to wait without losing them as a customer.

As a customer service staff, you should key plan and strategies and an alternative one which improves the effectiveness of work performance and gains the best reputation.

1.3 Public Relation (Customer Service) Tools

There are many tools that can be used in the practice of public relations. Traditional tools include press releases and media kits. In other hands- the widely used tools include brochures, newsletters and annual reports (Al-Jenaibi, 2014). We see various companies are used in interactive social media outlets, such as Twitter and Face book, as tools in their public relations campaigns (Kamau, 2009).

One of the most popular and traditional tools used by public relations professionals is a media kit which are:

(a) Press release

The press statement is information supplied to reporters. This is an official statement of a news story that is specially prepared and issued to newspapers and other news media for them to make known to the public.

Press release is a written or recorded communication directed at members of the news media for the purpose of announcing something claimed as having news value. Typically, they are mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. Commercial Press Release distribution services, such as PRWeb, PR Newswire, CNW Group (Press Release, n.d.).

(b) Photographs:

A lot of business news can be pretty boring. So what? We need something to make our story stand out – and a decent photograph could be just the ticket (Brookenolan, 2010).

So it's not necessary to be a professional in photography but you must take a perfect picture that presents in important issues.

Put in your mind this things:

(a) Usually select a good image that can talk about your event.

(b) Avoid those silent and boring images that want more details.

(c) Try to make your photographs more Interesting and Flexible.

(Good or perfect public relations photography supports your PR team, that leads to developing and improve the image of company.)

(c) Audio AND visual

Audio and visual images used to serves a: Public Relations objective. Audio presentation: Any sound,

Including telephone hot lines and other recorded messages, radio programs, public service announcements and audio news releases. Audio/Visual Presentation. Any internal or external audio-visual presentation is using still illustrations, with or without sound, using one or more projectors. Film or Video. Any

film or video which presents information to an organization's internal audiences. (Kamau, 2009)

(d) Poster and calendar

Any poster or calendar used to achieve a public relations objective. Ex: If you have special event and you want to promote this event to the public, you must be planned it in advance. For example: The National Theatre announces launch the first popular folklore which will be held on its stage under the title: United Arab Emirates between past & present, because of the 39th National Day (Ibid.).

(f) Letters to the editor

Submitting these articles does not require a media contact. This also gives an opportunity for any member to submit a letter on their chapter for printing in a local or campus newspaper (Ibid.).

(g) Analysts brief

One tells about the company, which should be good speaker to talk about what the company is doing like: Activities and festivals it is done to influence the stock buyers, analysts, employees and media (Ibid.).

(h) Internet

This one medium has helped transform the whole business of marketing and public relations. In a way, it gives any organization the ability to promote they without having to rely solely on other media outlets. Websites and e-mail are the two most common methods to use the Internet for PR purposes (Ibid.).

These are some of the effective and mostly used public relations tools and methods which are implemented and followed by several business and manufacturing organization.

1.4 The Method of Public Relations

The PR has many ways to help customers find them first. Now a day the customers be increased and they want to know more about some companies that don't have background about it. Now the PR can help him and give him the information about what they need and give him some advice of how to get information about the anon company and also how the public relation help the customer in better way and make easy to serve the customer without any problems.

First way that customers find first about any company by using keyword rich copy. for example , to learn the customers how do searching to find the company they want by using the Google Alerts and the Google keyword tool and also put the name of company and do some research in Google in often time not just do it in one time (Al-Jenaibi, 2013). for example, I'm one of the customer do some research about Etisalat and see some information about it and what they have like, service, who support them and see how far they image building going and how it good that make me to take decide to deal with them (Blogger, n.d.).

Secondly, use different vehicles to share your information and content, for example, some company

does some video or audio recordings to show the customer what they love it. Like cars commission such as Nissan commission they do it some video to confine about it, like the style, speed, what they put on it and ect. (Ibid.).

Also if have or creating blog posts that can share information with customers and company, that some people learning in various ways such as when the company use the a blog post that can be more motivating for someone to listen other one talk rather than read themselves. Creating multiple ways for people to listen you can really improve your chances of reaching more people (Ibid.).

For example, Etisalat make blogs on its website and they share information with customers when the customer need to know some information about something that don't know it such as when the Etisalat present that cut and stop to the blackberry service most people use the blogs of Etisalat to discuss with them about this problems cut.

In present time, the UAE faces some problems with the increase in population that many more people and need more help and more service works. In this time begins the role of the public relation to solve this problem in the work.

For example, the UAE now work with something new to help the customer to achieve his handling easy and finished it by using e-government (Electronic-government):

“It is transferring simple from achievement the dealing and offering the general service from hand traditional way to electronic way.” For perfect using the time, money and effort (Mohammed, 2009).

Also it means “it easy to achieve the dealing management offering the general service on the internet or network without the customers harbor to transfer to the administrations personally to achieve his dealing without waste the time, energy and effort.” (Ibid.)

The good example for this type of electronic service it is the Electronic Service of Ajman it is new company that can make relationship between work ministry and health ministry and passports office that mean the tree ministry request from this organization help them to finish the work easy for the customer service without any stress and use one formal paper to collect all requirements for three ministry. Specifically serve the newcomer customer. For example, if the newcomer come for this organization they should take with him some important papers ID Card, passport and other paper if need , and this organization can help the newcomer by scan this paper and send it for other ministry electronic and other ministry like health ministry see if the newcomer don't have any disease that can export to them the testimony that he don't have any disease that can the newcomer work , then they send this testimony for passports office and they complete and make for them the testimony of stay finally they send for

the work ministry to finished the dealing and give him and export testimony that can work and have ID work and all of this not free and they should paid money (electronic AED) to finished this services in short time.

1.5 Evaluation

Evaluation: Evaluate the communication to see if opinion has been influenced. It is very important step to correct mistakes, get more details about clients and organization and to know the weaknesses and strengths of any action.

*Think beyond budget. **Evaluation** its methodology is producing results to assess that a campaign not to justify the budget (Noble & Watson, n.d.).

*Set objectives and goals. There are some objectives explicit and SMART (Specific, Relevant, Measurable, Achievable and Timely), then it is possible to devise a meaningful form of evaluation (Ibid.).

*Select key performance indicators based on campaign aims. KPI's must present the goals, so try to make outcomes (Ibid.).

*Use surveys to measure soft issues. Even with soft issues, where the aim may be to influence attitudes and shape opinions, rather than immediately change behavior, pre and post campaign research can indicate how opinion is moving (Ibid.).

*Build in tangibles. For marketing basis for information in response channel, dedicated e-mail channel (Ibid.).

*Monitor traditional media, Media coverage it is an important point for traditional evaluation techniques. Registration media monitoring company, sumariexe them, and keep them (Ibid.).

*Monitor new media. The web more effective than traditional media. Registration a new media monitoring company, and also if necessary, present newsgroups, blogs and RSS feeds (Ibid.).

*Google and DIY. If you registrant a new media specialist you can at least DIY by choosing key words and phrases that you can search in Google or other web search before and after PR campaign. Also, Google gives a free “Alerts” service where you set a keyword and notify you of new appearances on the web and the other services are Google Analytics (Ibid.).

*Multiple objectives may require multiple measurement tools. A campaign has objectives you may need to combine both quantitative and qualitative measurement techniques. This for make the objectives clear and simple (Ibid.).

*Borrow budget. Behavior may be subject to multiple influences, -PR, advertising, direct mail, incentives, sales activity. This is a good reason for the cost evaluation rather than the PR budget (Ibid.).

1.6 Five Things You Should Not Do

(a) Don't take all the responsibility. PR though clients will allow you take responsibility for this, discuss that you

are messenger and other take this to action. Gauge The PR contribution (Ibid.).

(b) Don't disparage advertising value equivalent (AVE). Academics more elaborate, and expensive, performance Gauge dislike AVE. The merit of it is that they low cost and quantify performance in simple monetary terms (Ibid.).

(c) Don't rush to judgment. Many traditional media spend many months and opinion shifts (Ibid.).

(d) Don't rely exclusively on clipping services. Additional media research that present by the clipping service. If you discover they are lose to improve their performance (Ibid.).

(e) Don't believe in magic bullets. There is no single evaluation technique that m

fill title →

2. THE RESULT OF SURVEY PR CUSTOMER SERVICE

We did the service for 100 persons which they are 38 male and 60 female in different organization for department of PR and customer service but there are 2 employers did not select if they are male or female. The age for them almost between 20-30 years. The level education high school, bachelor and diploma. We go in many places to finch all service such as, Bank Islamk Dubai, Electronic service if Ajman (ESA), Hospital Fuj, Company Etisalat Du, The charity Fujairah, Passport Authority in Fuj, Bank HSBC, Etisalat office in Al Ain. This helps us to find the information that will help to understand more the measurement & evolution.

Do you currently or have you in the past two years used outside companies for measurement of your public relations activities?

fill title →

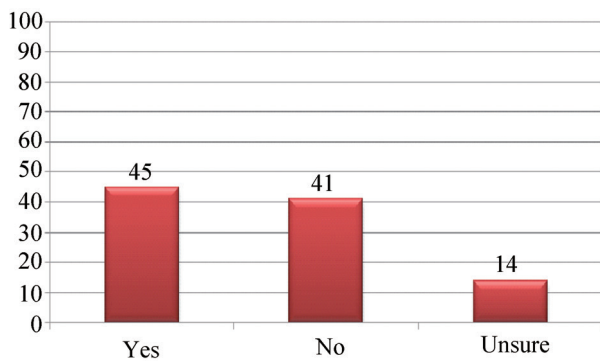


Figure 1
XXXX

In Figure 1, the highest number is the 45 for Yes which means the fill title the measurement to evaluation the activities in the organization. Also, there are 41% who is not use the measurement to evaluation and 14% they are not sure if they use the measurement to evaluation in their company.

Do you currently or have you in the past two years conducted measurement yourself?

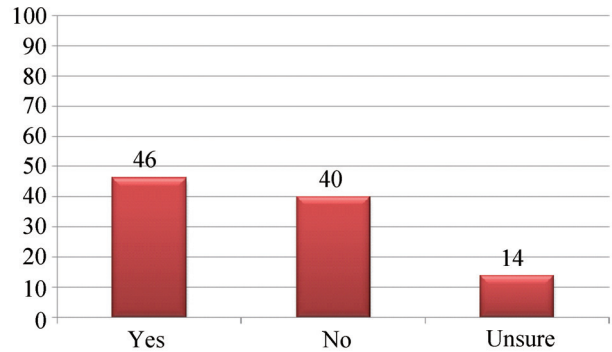


Figure 2
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In Figure 2, there is less half of worker who uses the measurement to evaluate their conducted in 46% but there is 40% worker who is not evaluate their department and 14 % don't know about this measurement .

-Does your department or organization specifically allocate funds for customers' research, measurement, or evaluation on a regular basis as part of its total annual budget for public relations programs and activities?

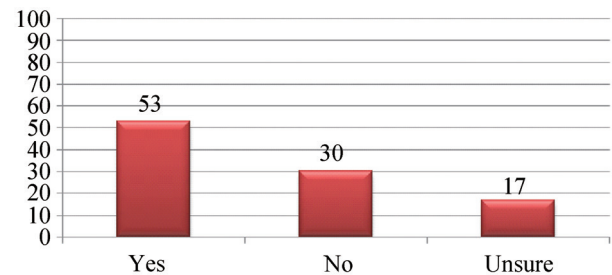


Figure 3
XXXX

As we see the highest one is the rate of Yes in 53 % that mean there are many organizations which gave budget for public relations programs and activities. Which mean some organization cares about the measurement and evaluation to know the strength and weakness.

Which of the following statements comes closest to describing how your department or organization currently handles public relations customers' research, measurement and evaluation projects? (PLEASE SELECT ONLY ONE RESPONSE)

In Figure 4, I will illustrate about methods or techniques that the department use to evaluation Public Relation results the higher percentage that use in public relation is Most of the work is done internally. That has been about 35%. I think that is not a good way to do the work in public relation because the employs in PR should work more outside the company to attract the customers and other companies. The middle percentage that use in public relation is Assignments tend to be evenly divided between doing them internally and using outside counsel

and/or suppliers. That has about 20%. I believe that is a very good method to deal with the customers and the organizations because the work equally in public relations between internal and external work is many advantages. For external work gives the opportunity to deal with customers better and gives a good image of the company and help bring in offers. For internal work help in collecting information and do the work accurately. Finally,

the lowest percentage that the organization uses about 2% that is other. I think that there are other ways to deal with the companies and customers of so we should do some research to find this way.

-Which of the following measurement methods are you currently using? Please place a mark in the space to the left of those you are currently using, or have used within the previous two years.

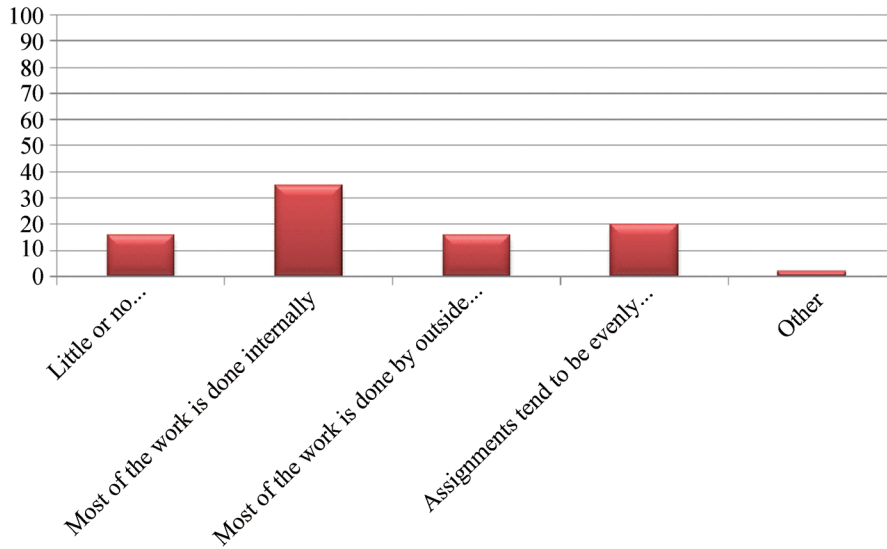


Figure 4
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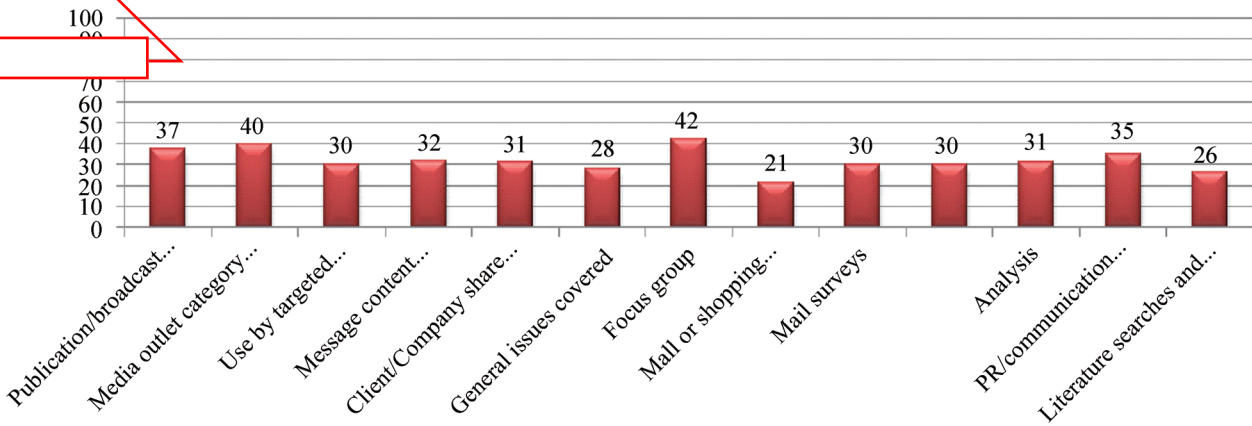


Figure 5
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fill title

In Figure 5, I will discuss the methods or techniques that the department use to measure or evaluation Public Relation results. As we see the two higher percentage that use in public relation is focus group and Media outlet category (daily/weekly paper, wire service, local vs. national TV, etc.) that have about (42%-40%). I think that public relation use this technique more because want to improve himself also to achieve the work faster and on time that can help the customers and serve them without any traffic or stress and make

the problem that the customer doesn't like it. Other ways when the public relation uses the media they present the new information that can help the customers know about it and have a background about this organization that the PR writes about it.

The middle percentage that the organization use from (30%-37%) are used by targeted journalist, Mail surveys, Surveys using sophisticated data collection and analysis techniques, such as conjoint or factor, analysis, Client/Company share of voice compared to competitors

within story, PR/communication audits and Publication/broadcast of story. In my opinion all of these techniques the organization uses it to see how the organization can improve in **here is right?** change the organization to become better than the first time and how can increase the effort to be good organization and have good image

Building that can be a steady line no less no more.

Finally, the lowest percentage the that the organization

use from (21%-28%) they are Mall or shopping center intercept, Literature searches and information retrieval projects and General issues covered. Maybe this techniques use it low because they want to know from the customer about something that don't know it or how the customers serves it was with them and be sure from the customers about some information and how the PR can repairs any mistake about any wrong information and serve.

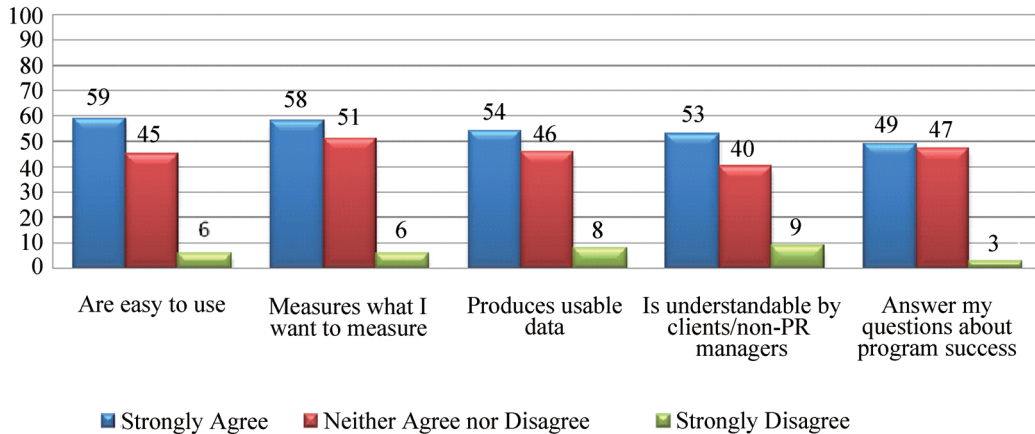


Figure 6
Public Relations Measurement Methods

In Figure 6, I will show the rates of public relations measurement methods in five stages which are: Easy to use, measures what I want to measure, produce usable data, understandable by clients/non-PR managers and answer the questions about program success.

As an overall trend, we can see the rate of strongly agree in all stages are higher than other rate. The rate in first and second stages is highest than other stages which about 59% and 58% while the rates at other stages are between 54% and 49%. In my point of view, the PR workers have more skills and practice and also have more experience in measurement methods. Also

we can be the rate of neither agree nor disagree is the highest degree after the first stage which the percentage was between 40% to 51%. In my opinion, the rate goes this way because they use middle methods and that not perfect like the first stages or maybe they not sure to how to use it in better ways. In addition, maybe they are skeptical to how manage it. Finally, the last rate is strongly disagreeing and we can see the rate in this step was poor which the percentage was between 3% to 9%. I think the rate goes down because they maybe have poor skills or perhaps they don't understand the way of use of this technique.

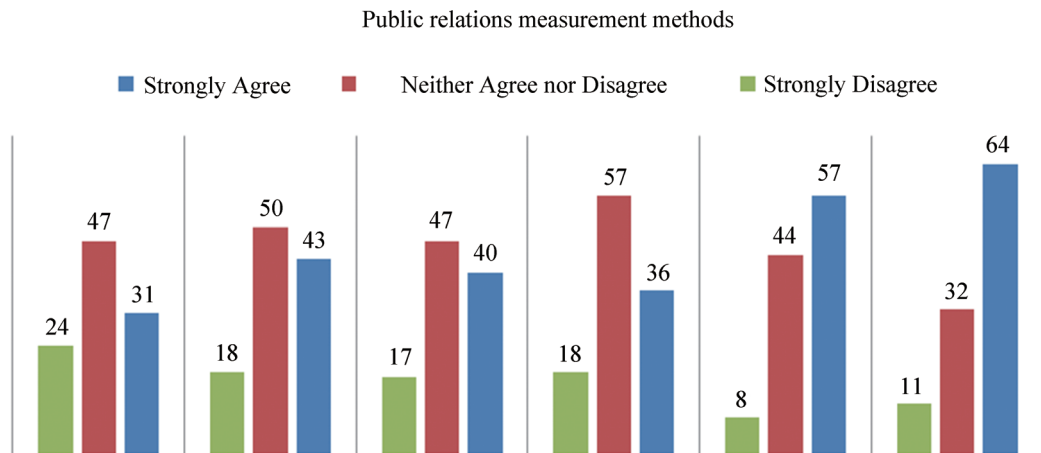


Figure 7
Public Relations Measurement Methods

The first column from the right is refer to people who are usable in future strategic planning, the second one refer to the one who use the measurement and evaluation for strategic planning purposes, the third one measure what want to measure, the forth produces usable data, the fifth one use measurement/evaluation to justify budget requests and the last one use measurement/evaluations a political defense against other departments.

As we see, most employees prefer and strongly agree to use the future strategic planning which has the high rates that are 64 out of 100 and the a political defense against other departments has the little rate which is 31 out of 100. Measurement/evaluations a political defense against other departments has the low rate which is 31 out of 100.

DISCUSSION

Public relation and customer service are important department in any organization which assists to deal more with people. We discussed in this project about the PR and customer service which mean a person who is help customer, the purpose of PR like Know a lot about products, helping other, building interest, Sharing an experience, Increasing demand and Strengthen the brand image but have benefit which mean the credibility of PR, give some fact of work, Paints the picture of a company and Creates an advantage of your competitors. Also, know about the loots to organize the work and uses press release, photographs, audio and visual, poster and calendar, letters to the editor, analysts brief and internet, the method that they use good way to deal with customer, share your information and content and creating new ideas. Also, how you can evaluation in the department of PR in this part we learn the important point to evaluate work, goals and object and the stander of evaluate (customer serves) and the plan of PR.

On the other hand, the survey gives us some of idea about the PR and customer service but we find some of the problem because almost the employer in department PR and customer service can't understand some of the questions. We use chart to understand more how the employer uses the measurement and evaluation of their work and we find in some organization they don't use the measurement and some of them use it. Also, the employer in PR (customer service) likes to work internal more than external and the way they like to use is the focus group. We find some of the problem when we do the survey, some of employer this is the survey for some company or for cheating some information which impedes our works.

In the end, we suggest to do this project for another place because the measurement **fill press** place to another. In the future, we will do this research with other places to know more information and we need

to focus on the tools that they use in PR and customer service.

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