عنوان مقاله:

Biorhythm Application to Investigate and Improve Customer Relationship Management, Retail Chain Store as a Case Study

محل انتشار:

شانزدهمین کنفرانس بین المللی مهندسی صنایع (سال: 1398)

تعداد صفحات اصل مقاله: 6

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خلاصه مقاله:

Today, the key role of the customer relationship in all competing businesses cannot be denied. The effective customer relationship definitely would be affected by physical and emotional condition of customers. In this research, we would like to investigate whether there is a significant relationship between customers biorhythmic on purchase volume To do this, biorhythmic level of each customer throughout one year in one branch of a chain store was collected and analyzing them into Biorhythmology and SPSS software. We found that the effect of person s psychological state is at a critical or perceptual level is directly related to how much he/she is likely to purchase. Finally identifying the critical phase (physical, emotional or intellectual) of each customer during the year will attempt to counteract that term for each customer, such as discounts, promotional options, and other incentives.

کلمات کلیدی:

Biorhythm, Customer Relationship Management (CRM), Retail Chain Store, Emotional and intellectual situation

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