

عنوان مقاله:

Identifying and selecting the most appropriate social media for the development of SCRM systems

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خلاصه مقاله:

Undoubtedly, information technology is one of the main factors for change in modern societies. As the other components involved in the community, organizational customers have undergone changes to the extent that they are referred to as "social customers"; So, the inability to follow the desires needs and tastes pertaining to them which presents challenge for organizations using the previous tools, such as CRM. In fact, the emergence of the concept of SCRM in early ۲۰۰۹ is considered to be a response to such a requirement. However, regarding the variety of social media, the process for developing such systems seems more difficult to track. Hence, in the present study, we are seeking for the identification of the best social media to develop aforementioned systems, using the concept of multi-criteria decision making. To do this, survey data were collected from experts working in two areas, namely, marketing and informatics of Bank Melli Iran. Then, the collected data were analyzed. The results represented "social sites and .networks" as the most appropriate media for the development of SCRM systems

کلمات کلیدی:

Customer relationship management, social customer relationship management, Social media

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