

عنوان مقاله:

How Implementation of E-CRM May Enhance an Organization's Internal and External Success

محل انتشار:

فصلنامه بین المللی تحقیقات در مهندسی صنایع, دوره 1, شماره 2 (سال: 1391)

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خلاصه مقاله:

Due to recent advancements in information technology and communication, Electronic Customer Relationship Management has drawn the attention of many firms to achieve competitive advantages. Despite the increasing importance given to understanding their customers better, organizations find inconsistencies between information technology and the existing marketing strategies, when they come to decide upon implementing e-CRM, as well as lack of theoretical backgrounds for developing success measures in this domain. Therefore, this study deals with describing a model for successful e-CRM, using variables such as customer information quality, technology system, efficiency, customer satisfaction, and profitability. These constructs cover most of variables and concepts presented yet in theories of successful information systems and views about customer satisfaction. Ample empirical evidence is gained through this research from analyzing the outcomes of ۳۰۹ questionnaires distributed to employees and customers of some automobile manufacturers having established e-CRM. The results of this study may open up new .ways of applying concepts and relationship-oriented marketing models and e-CRM in automobile industry

کلمات کلیدی:

Relationship-oriented marketing, electronic customer relationship management (e-CRM), e-CRM technology system

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