

عنوان مقاله:

Customer Relationship Management

محل انتشار:

اولین کنفرانس اقتصاد و مدیریت کاربردی با رویکرد ملی (سال: 1393)

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نویسنده:

Mehdi Habibi Rad - Faculty of Management, Multimedia University

خلاصه مقاله:

Customers are in charge! In today's global marketplace promoted by the explosion of the Internet, the ability to develop, retain and grow mutually beneficial relationships with customers enables many corporations to gain competitive advantage. Creating a customer focused firm begins with a customer relationship management (CRM) strategy, whereby a firm reengineers to change its organizational culture and vision. The ultimate goal is to transform customer relations into greater profitability by increasing repeat purchase rates and reducing customer purchase costs. CRM initiatives will help marketers better understand customer behavior and help them focus on those customers who can derive long-term profits. Here in this study I try to show some factors that have influence in finding the trends and estimating the customers' requirements to make good decision and the factors that have impact on the .CRM implementation as well the key to success in implementing CRM in the firm

کلمات کلیدی:

Customer behavior, purchase cost, customer relationship management (CRM), service profit chain

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