

عنوان مقاله:

The Advantages of E-CRM

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خلاصه مقاله:

The customer relationship management (CRM) is essential and vital function of customer oriented marketing. Its functions include gathering and accumulating customer related information in order to provide effective services. e-CRM is a combination of it sector but also the key strategy to electronic commerce, e-CRM is a combination of software, hardware, application and management commitment. aim of e-CRM system is to improve customer service, develop a relationship and retain value customers. e-CRM is a concern for many organization especially banking sector, the purpose of this study is to gain a better understanding of the Advantages e-CRM to customers and organization in banking industry. to justify the purpose two research questions have been addressed and on the basis literature review, our finding also indicate that with the implementation of e-CRM and the latest technologies We have found that the banks seem to have same description about the Advantages of e-CRM. our finding indicates that with the implementation of e-CRM and the latest technologies bank have ensured full security for the transactions of their customer's e-CRM facilitates the organizations to provide one to one services and also maintain the transaction security of the customers.

کلمات کلیدی:

customer relationship management, customer, commerce, e-crm

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