

## عنوان مقاله:

A Model for CRM, CEM and their Links with ROI in Services Companies

## محل انتشار:

نهمین کنفرانس بین المللی اقتصاد و مدیریت (سال: 1395)

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## خلاصه مقاله:

The present study aims to offer a conceptual model for customer relationship management and customer experience management and their effectiveness on return on investment. This model includes four conceptual processes having mutual and dynamic relationships with each other. In the current model, there are two kinds of infrastructure, including internal infrastructure and external infrastructure. In the second section, the development of marketing plans (Marketing mix) of the organization are examined. Since the given 7P in linkage with services (product), people, physical evidence was presented in infrastructures and the model's feedback reveals the process management, the rest of factors including price, promotion, place, and services (products) would be examined. In third section, customer experience management in the shape of presentation of marketing plan, presentation of services, and back-up services would be specifically examined. According to the introduced model, the last phase is evaluation. In the cases that the link with the customer can be controlled appropriately based on indices measurement, the investment rate increases in the organization

## کلمات کلیدی:

Customer Relationship Management, Customer Experience Management, Return on Investment

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/599719>

