

## عنوان مقاله:

Evaluation of Customer Relationship Performance Based on the Key Factors of Success and Organizational Performance Indices

## محل انتشار:

کنفرانس بین المللی مدیریت، اقتصاد و علوم انسانی (سال: 1394)

تعداد صفحات اصل مقاله: 15

## نویسندگان:

Kia Parsa - Department of Industrial Engineering, Islamic Azad University, Tehran North Branch, Iran

Hadi Pourbabaei - Faculty of Industrial Engineering and Management Systems, Amirkabir University of Technology, Iran

## خلاصه مقاله:

Today, companies are trying to gain a greater share of the market in order to increase their competitiveness. Effective communication with customers to improve company performance is one of the main factors which can increase the competitiveness. Evaluation of customer relationship performance through the key factors of success can lead to improved service delivery and ultimately facilitates the realization of the strategic organizational objectives by determining the performance indices. On the other hand, the optimal management of customer relationship significantly contributes to meeting the demands of beneficiaries and customers. Certainly, the need for integration of information systems is of fundamental challenges of organizations for managing and evaluating the data related to their customers. By using the balanced scorecard model, the present paper aimed to investigate the status of customer relationship in organizations. The required data were collected by the semi-structured interview and qualitative analysis of available information (theme analysis). Also, the key factors of success and performance indices were determined and used for evaluating the performance of customer relationship in organizations. Finally, a model for evaluating the performance of customer relationship was proposed using the balanced scorecard

## کلمات کلیدی:

Customer relationship management, Balanced score card, Key factors of success; Performance indices

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/625032>

