

عنوان مقاله:

Comparing performance of organization on implementation of customer relationship management systems using ANP and TOPSIS hybrid approach

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خلاصه مقاله:

As the customers are the main reason of the formation and survival of the organization, not only understanding their obvious needs, but also forecasting, determining and guiding their hidden needs, design and implementing plans of offering services for meeting these needs for attracting customers are among cornerstone of any activity in the organization. In this research, one compares the performance of e-commerce organizations, including three firms, namely Dijikala, Bamilo and Iranian regarding the implementation of Customer Relationship Management system using multiple criteria decision making approach. Along with this, hybrid fuzzy multiple criteria decision-making approach, including fuzzy network analysis has been used for examining the priority of each one of the dimensions and indexes of the proposed model and fuzzy TOPSIS technic for examining discussed options priority. The statistical population of this paper includes 12 experts, including directors and managements and assistances of three e-commerce firms. The results obtained from the study show that customer output group has the highest weight among other variables. Similarly, among evaluated indexes, the customer loyalty dimension has the highest weight in the implementation of Customer Relationship Management. The results of TOPSIS approach also show that among the .studied firms, Dijikala has the best performance in implementing Customer Relationship Management

کلمات کلیدی:

Customer Relationship Management (CRM); E-commerce; Fuzzy TOPSIS technic; Multiple criteria decision making; Network analysis; Organization

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