URN etd-0407109-183709-667
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Statistics This thesis had been viewed 47 times. Download 40 times.
Department
Year 2005
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title CRM study for one plastic injection molding machinery manufacturer-Towards a KM Perspective
Date of Defense 0000-00-00
Page Count 116
Keyword
Customer Relationship Management
Customer Knowledge Management
Knowledge Management

Abstract
Recently, the industry faces the competition of global market, so it is important to build up good relationship with customers. On the other hand, the customer knowledge management is the managerial activity that manages the knowledge about customers in order to establish marketing strategy and to improve the satisfaction of customers. There are more companies pay attention to CKM.
Taking plastics injection molding machinery manufacturer enterprise as an example, this research firstly adopts interview to identify the CRM strategy. Moreover, the questionnaire is designer and sent to the employees in the marketing and R&D department. This can be identified the key CKM process between these two department. The customer knowledge resource, customer knowledge management and customer performance evaluation can be presented through this research and could be a good example for other industry.
Advisory Committee - advisor

Files etd-0407109-183709-667-001.pdf
etd-0407109-183709-667-002.pdf

indicate access worldwide
Date of Submission 2006-01-18