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Abstract
The implementation of Customer Relationship Management (CRM) can raise competitive advantage of enterprises, but the indicator on measuring CRM performance is still insufficient. Therefore, this paper uses customer knowledge, customer interaction, customer value, and customer satisfaction as indicators to measure the performance of CRM.

This study chooses, Juridical Person Hospital excluded, 500 service and 100 financial companies listed in Commonwealth magazine as survey samples. Those enterprises already implemented enterprise resource planning (ERP) System are also included. 900 questionnaires were sent to above-mentioned companies. Fifty-five effective questionnaires were received and the effective response rate is 6%. The result shows that CRM System is affected by business characteristics, system characteristics and system supplier characteristics. Business characteristics will significantly impact the basic CRM System. System supplier characteristics and system characteristics will strongly impact the application CRM System. This study also finds that the implementation of CRM System can increase customer knowledge, customer interaction, customer value, customer satisfaction.

This study addresses two management implications. The consensus among employees will help the implementation of CRM System at the initial stage. The intermediate and small companies also need to use CRM System. They can still use limited budget to construct refined and robust CRM System.
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