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Abstract
Through customer relationship management, businesses can make good use of information system and customers' information to clearly understand customer transaction models and to provide pro-active type service channels; in doing so, businesses can build long-term mutual relationships and maintain long-term customers' loyalty from customers interactions. However, by only initiating a customer relationship management system in the organizations, businesses are unable to increase customers' loyalty. Hence the performance evaluation of customer relationship management should base on the customers' cognition so as to generate a series of attitude changes.
As far as concerned, researchers rarely evaluate the effectiveness of customer relationship management from the perspectives of customers as well as rarely discuss the influence between customers' benefit and loyalty, since they have mainly focused on how to develop customer relationship management system and what can be gained from it. For making up this literatures gap with previous suggestions, this study develops the customer relationship management constructs and scales from the customers' assessment perspective, and then develops an overall conceptual framework for deeper exploring and discussing whether the customer relationship management from the customer perspective can positively influence the customer relationship benefit enhancement for customers' loyalty. By doing so, this study also provides the practical suggestions for businesses' execution on customer relationship management.
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