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Abstract
Mckinsey（2006） point out the management of customer relationship in general enterprises is usually confined to the relevant department. It refers to the deficiency in the cooperation among different departmental in an interior company. Even thought there is potential business opportunity, we might lose the account with the lack of organized system. Way. Having a perfect link system is difficult because it involves in the cooperation and investment across distinctive organization as to a variety of positions and departments in a company. Therefore, this research plans to analyses across CRM across different depart and contrast different industries based on dynamic ability, customer knowledge management, across departmental CRM integrate and CRM performance by the case study in Taiwan：the manufactory and the service industry.

The model was analyzed by LISREL and shown as allows: GFI－0.952, AGFI－0.914, RMR－0.015. These findings indicate the adequacy of this model system in its business integration. The results show that the dynamic ability not only has a significantly positive impact on customer knowledge management and departmental CRM integrate, but also assists the establishment of CRM performance. With regard to the difference between Manufactories and Service industry. There is the dynamic ability of the manufacturing industry doesn’t have apparent on influence to departmental CRM integrate, other factors have not significant difference in the model system.

In conclusion, To enhance the performance in effective organisating for the company, enterprises need to integrate across departmental CRM integrate and combinung administrative skills, such as dynamic ability, customer knowledge management and so forth. In other words, the better an enterprise’s departmental CRM has, the more successful a company runs its business. As for industry ’s part, the service trade is in close relation with manufacturing industry, so it’s difficult to separate them. However, different specialities of two kinds of industries still need different assistance to strengthen its competitive power, pursue enterprises to develop continuously forever.
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