Abstract

Customer relationship management (CRM) has become a strategic initiative aimed at getting, growing, and retaining the right customers. A great amount of numeric data and even more soft information are available about customers. In this paper we analyze the relative importance of factors and the priority of the schemes by constructing the CRM hierarchy model for Small and Medium Enterprises. Under the backgrounds of the transmission of the government’s role and functions, on the basis of Customer Relationship Management (CRM), we stress on analyzing the theory and principle to design the e-government facing public service. We propose overall framework to integrate the traditional customer relationship management (CRM) functionalities with the management and application of the customer-related knowledge, particularly in the context of marketing decisions. In this paper, we present an integrated framework for CRM through the application of knowledge management technology. The framework can be the basis for enhancing CRM development. With the help of CRM idea, government may better meet the public demand, improve the relationship between government and the public, improve government efficiency, and promote the social stability and harmony. Eventually, some proposals of application of CRM in e-government are put forward.
References


Index Terms

Computer Science
Information Systems

Keywords
Customer relationship management  Web mining  e-government  customer-centered solution  knowledge management
Interactive response mechanism