
三益汽车销售服务有限公司在客户关系管理上存在的问题 和原因分析

摘 要

CRM(客户关系管理)是一种通过选择和管理客户,不断加强与客户之间的信息互通,发现和挖掘客户价值的管理手段。CRM将客户进行多方面分类定位,目标是与客户建立长期、稳定、互相信任的关系,提高顾客满意度,以此为企业吸引并容纳更多高价值、高定位的客户,最终提高企业的竞争优势和较为稳定的效益。并且实践表明客户关系管理在业务流程优化和全面管理水平的提高方面带来显著优势,为应用成功的企业降低了企业成本,逐步实现利润最大化。

随着我国社会经济的高速发展,相应带动我国的汽车工业快速发展,并拉动着汽车后市场的不断成熟化、饱和化,汽修企业对于提升竞争力面临着愈发严峻的挑战。在如今多样化包容性极大的社会条件下,首要的挑战就是与人打交道,对于汽修企业而言就是通过汽车这个媒介努力维护发展与客户之间长期信任、互惠互生的稳定关系。

本文结合客户关系管理相关学科理论知识对淄博三益汽车销售服务有限公司的客户关系管理进行了研究,首先对客户关系管理的基本理论知识进行简要概述;然后针对三益汽修的客户关系管理方面的现状进行深入分析;次来总结公司在客户关系管理上存在的问题;最后基于三益公司客户关系管理上存在的问题提出相应的解决对策,为未来提升竞争优势构想新道路。

关键词: 客户关系管理; 汽修行业; 顾客满意度; 客户价值

Abstract

CRM (Customer Relationship Management) is a kind of management method that continuously strengthens information exchange with customers and discovers and excavates customer value by selecting and managing customers. CRM classifies and positions customers in many aspects. Its goal is to establish a long-term, stable and mutual trust relationship with customers and improve customer satisfaction, so as to attract and accommodate more high-value and high-positioning customers for the enterprise, and ultimately improve the competitive advantage and relatively stable benefits of the enterprise. And practice shows that customer relationship management has brought significant advantages in business process optimization and improvement of overall management level, reducing enterprise costs and gradually realizing profit maximization for successful enterprises.

With the rapid development of China's social economy, China's auto industry is correspondingly driven to develop rapidly, and the auto aftermarket is continuously maturing and saturating. Auto repair enterprises are facing more and more severe challenges to enhance their competitiveness. In today's highly diversified and inclusive society, the primary challenge is to deal with people. For auto repair enterprises, it is through the vehicle that they strive to maintain a stable relationship of long-term trust and mutual benefit between development and customers.

This paper studies the customer relationship management of zibo sanyi automobile sales service co., ltd based on the theoretical knowledge of related disciplines of customer relationship management. firstly, the basic theoretical knowledge of customer relationship management is briefly summarized. Then, it makes an in-depth analysis on the current situation of customer relationship management in Sanyi Auto Repair. The second part summarizes the problems in customer relationship management. Finally, based on the problems existing in the customer relationship management of Sanyi Company, the corresponding

countermeasures are put forward, and a new road is conceived for improving the competitive advantage in the future.

Key words: customer relationship management; Auto repair industry; Customer satisfaction; Customer value

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