
张家口苏宁易购有限公司客户关 系管理研究

摘 要

经过几十年的发展,我国的家电零售业发生了翻天覆地的变化,已经形成了一些具有较强竞争力的大型家电连锁企业。但随着电子商务的发展,企业间的竞争愈发激烈,已经从有形的产品样式和质量的竞争转变为无形的服务和管理的竞争。在这种情况下,企业与客户建立良好的关系则显得尤为重要。客户关系管理的正确运用可以给企业带来新的利润增长点,为企业谋取最大利益。

针对张家口苏宁易购有限公司,采用案例分析法、文献研究法等方法,深入研究该企业的客户关系现状,分析得出:员工客户关系管理意识淡薄、客户信息挖掘不充分和客户总体满意度低的问题。对此,提出了强化客户关系管理理念、完善客户信息管理系统和灵活调整服务策略的对策。以期提高公司客户关系管理水平,进而实现公司的利益最大化。

关键词: 客户关系管理; 家电零售; 顾客满意度

ABSTRACT

With the reform of China's economic system, some large competitive home appliance chain enterprises have gradually formed, and the scale of the home appliance retail industry has also grown. However, with the development of e-commerce, competition among enterprises has increasingly fierce, not only for the tangible competition of product style and quality, but also for the invisible competition of service and management. According to this phenomenon, companies and customers urgently need to establish a good relationship. The correct use of customer relationship management can bring new profit growth points to the enterprise and maximize the benefits for the enterprise.

For Zhangjiakou Suning corporation, according to the use of case studies, literature analysis and questionnaires, etc., the enterprise's customer relationship management issues are solved. The analysis shows that the staff's awareness of customer relationship management is weak, the customer's information is not fully tapped, and the overall customer satisfaction is low. In this regard, countermeasures for strengthening customer relationship management concepts, improving customer information management systems and flexibly adjusting service strategies are proposed. In order to improve the company's customer relationship management level, and then maximize the company's interests.

Key words: customer relationship management; appliance retail ; customer satisfaction

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/516054153043010200>