
中国人保唐山市分公司客户关系管理研究

摘要

近年来我国经济快速发展，人们生活水平日益提高。人们在注重物质生活的同时，还更加关心自己健康和养老问题，这使得保险业成为近几年发展最迅速的行业之一，涉及保险业的公司也越来越多。但如何在众多保险公司竞争中获得成功成为了公司日益关注的重要问题。目前公司竞争优势高低主要取决于客户，吸引客户的关键就是良好的客户满意度。提升客户满意度有利于企业快速发展。

以中国人保唐山市分公司为研究对象，根据客户关系管理理论，客户满意度相关理论，制定客户满意度调查问卷，对人保唐山市分公司客户关系管理现状及存在的问题进行描述，并分析影响人保唐山市分公司客户关系管理的问题。分析得出人保唐山市分公司在客户关系管理上存在：产品更新慢、理赔慢、缺少对客户调研和分析、客户关系管理体系不完善等问题。针对上述问题提出了提高和改善客户关系的建议：提高员工素质、提高服务水平、提高产品的更新速度。从而提高人保唐山市分公司竞争优势。

关键词： 保险公司； 客户关系管理； 客户满意度

ABSTRACT

In recent years, China's economy has developed rapidly, and people's living standards are improving day by day. While paying attention to material life, people are also more concerned about their health and old-age care. This makes the insurance industry one of the fastest growing industries in recent years, and more and more companies are involved in the insurance industry. However, how to succeed in the competition among many insurance companies has become an increasingly important issue for the companies. At present, the company's competitive advantage mainly depends on customers. The key to attracting customers is good customer satisfaction. Improving customer satisfaction is conducive to the rapid development of enterprises.

Taking PICC Tangshan Branch as the research object, according to the customer relationship management theory and customer satisfaction theory, a customer satisfaction questionnaire was developed to describe the current situation and existing problems of customer relationship management in PICC Tangshan Branch, and to analyze some problems affecting customer relationship management in PICC Tangshan Branch. According to the analysis, the customer relationship of PICC Tangshan Branch is obtained. In management, there are: slow product update, slow claim settlement, lack of customer research and analysis, and imperfect customer relationship management system. In view of the above problems, some suggestions are put forward to improve and improve the customer relationship: to improve the quality of employees, to improve the service level, and to improve the update speed of products. So as to improve the competitive advantage of PICC Tangshan branch.

Key words: insurance company; customer relationship management; customer satisfaction

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