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Customer Knowledge Management People Processes And

customer knowledge are equally important from customer knowledge management point of view and realizing all types have strategic and critical importance for the performance of the business . Knowledge for customers : is data or information that we intentionally or unintentionally give to our

Customer Knowledge Management as a Strategic and

CKM is not just about customer data nor is it just about customer relationships, viz. social (people-based) or transactional (technology-based); rather, CKM is a knowledge-based business strategy enabled by a holistic organizational reinvention manifested by changes in people, structure, processes, and technology.

Customer Knowledge Management: People, Processes, and

Keywords: Customer Relationship Management, Customer, CRM, Implementation ... acquire the necessary resources, knowledge and tools to meet customerâ€™s ... relationships, and prevents the loss of organizational customer knowledge when sales people leave the firm [26]. Centralized customer data are also valuable to

Customer Relationship Management: Implementation Process

Customer knowledge management refers to the tools and processes that a company uses to capture, store, organize, access, and analyze data about its customers, for the purposes of enhancing its sales, retention, and engagement efforts.

What Is Customer Knowledge Management Really All About?

customer relationship management (CRM) applications. CRM technology applications link front office (e.g. sales, marketing and customer service) and back office (e.g. financial, operations, logistics and human resources) functions with the companyâ€™s customer contact points (Fickel, 1999).

BPMJ Understanding customer relationship management (CRM)

it is the era of knowledge-based organizations. Knowledge management (KM), in order to access new sources of knowledge, put new theories in to serious consideration (Retan et al, 2011), such as community oriented knowledge management, which its aim is to achieve vast resources of customer knowledge.

The impact of knowledge management factors on improving

Consequently, the company takes actively part in the customerâ€™s stock of knowledge.15 iii) Knowledge for the Customer When the customer shares his knowledge with another company, this company is then in a position to identify possible knowledge gaps and to further develop the customerâ€™s non-knowledge.

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