

102-1 Preliminary Syllabus, Da-Yeh Univ

Information			
Title	顧客關係管理	Serial No. / ID	2949 / RMM4081
Dept.	休閒事業管理學系	School System / Class	大學日間部4年1班
Lecturer	李是惠	Full or Part-time	兼任
Required / Credit	Optinal / 3	Graduate Class	Yes
Time / Place	(二)567 / B502	Language	Chinese

Introduction
The course focuses on teaching the concepts, theories, methodologies and strategies related to customer service management (CSM), customer relationship management (CRM), their enabling information technologies, and case studies. Students, after taking the course, will be capable of analyzing, design and implementing an IT-enabled CSM and CRM solution.

Outline
<ol style="list-style-type: none">1. Customer services and relationship: current statue and trend2. Customer services and relationship: operational strategy3. Contact center development guidance and related techniques4. Computer telephony integration5. Sales automation6. Customer data analysis7. CSM system design and analysis8. Case examples

Prerequisite
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