ABSTRACT

Although IT capability has long been recognized as a primary means of achieving customer relationship management performance, little attention has been devoted to explore the possible mediators between them. To address this gap, the current study constructed a related model to examine this issue. We used data from customers at customer service centers of life insurance companies to test the proposed hypotheses. The empirical findings show that the mediator, i.e., customer satisfaction, strengthens the influence of IT capability on customer relationship management performance. Therefore, the current study advances our understanding of how IT capability significantly contributes to customer relationship management in conjunction with customer satisfaction.

Keywords: Customer relationship management (CRM), Customer satisfaction, Information technology...

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