

網頁為基礎的電子化客戶關係管理-以智慧型服務櫃檯為例

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摘要

本論文目的在提出一個以網頁為基礎的智慧型客戶服務櫃檯，經由本系統的使用，能在良好的互動關係下對客戶進行充份瞭解，冀以提昇整體客戶服務品質並為企業獲取更高的利潤。以網頁為基礎的智慧型客戶服務櫃檯是一整合性的網路服務系統，其包含以電子化服務為基礎的資料提供、資料分析與櫃檯三個模組，資料提供模組除了存放有關客戶的歷史交易與客戶基本資料外，為有效建立商業領域知識庫，透過交談式的使用者介面協助使用者建立領域知識庫。資料分析模組使用商業知識庫中的商業規則對客戶歷史資料進行推論與分析，其結果由櫃檯模組呈現在客戶端網頁上。本論文使用UML(Unified Modeling Language)對這三種模組進行分析與設計，將電子化服務元件的開發過程模組化，以使電子化服務元件的使用更具彈性，最後將三個模組整合為電子化客戶關係管理應用系統。在論文中舉例之系統是一個允許服務提供廠商透過後端介面輸入專業領域的背景知識，或是轉換已解答之常問問題 (FAQ) 並將之儲存在知識庫中，客戶可以利用網頁上的服務櫃檯直接提出問題或進行搜尋，在分析客戶消費行為特性與產品特性後，以主動或被動的方式為客戶進行服務。經數個實際範例證明，確實可以達成預期的目標。

關鍵詞：客戶關係管理、電子化客戶關係管理、電子化服務、服務櫃檯

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