

A WEB BASED E-CRM - AN INTELLIGENT E-SERVICE COUNTER

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ABSTRACT

THE PURPOSE OF THIS THESIS IS TO PROPOSE A CUSTOMER SERVICE COUNTER OF INTELLECTUAL TYPE BY USING WEB PAGE AS A BASIS. THROUGH THE APPLICATION OF THIS PROPOSED SYSTEM, IT BECOMES AVAILABLE TO UNDERSTAND FULLY THE RELATIONSHIP WITH RESPECT TO OUR CUSTOMERS UNDER EXCELLENT AND INTERACTIVE CONDITIONS. BY DOING SO, SERVICE QUALITY OF ENTIRE CLIENTS IS PROMOTED AND THIS PROPOSED SYSTEM COULD HELP ENTERPRISES ACQUIRE MUCH HIGHER PROFITS. INTELLIGENT SERVICE COUNTER WITH WEB PAGE AS BASIS IS AN INTEGRATED WEB SERVICE SYSTEM. THIS SYSTEM CONSISTS OF THREE MODULES INCLUDING E-SERVICE BASED DATA PROVISION, DATA ANALYSIS, AND COUNTER. DATA SOURCE MODULE CAN ARCHIVE NOT ONLY THE INFORMATION OF TRANSACTION HISTORY BUT ALSO THE CUSTOMER PROFILE. IN ORDER TO ESTABLISH BUSINESS KNOWLEDGE BASE, IT IS NECESSARY TO GO THROUGH USER INTERFACE USING DIALOGUE TO ASSIST AND COMMUNICATE WITH USERS. ANALYSIS MODULE UTILIZES BUSINESS RULE IN BUSINESS KNOWLEDGE BANK TO PROCEED WITH INFERENCE AND ANALYSIS WITH RESPECT TO CUSTOMER HISTORICAL DATA, AND ITS RESULTS ARE PRESENTED ON WEB PAGE OF CUSTOMER END THROUGH COUNTER MODULE. THIS THESIS UTILIZES UML (UNIFIED MODELING LANGUAGE) TO PROCEED WITH ANALYSIS AND DESIGN TOWARD THESE THREE MODULES, AND TO MODULARIZE THE DEVELOPMENT PROCEDURE OF E-SERVICE DEVICE SUCH THAT THE E-SERVICE DEVICE UTILIZATION BECOMES MUCH MORE FLEXIBLE. FINALLY, THESE THREE MODULES ARE INTEGRATED AS A PROTOTYPE SYSTEM FOR CUSTOMER RELATION. THE SYSTEM ILLUSTRATED AS AN EXAMPLE MENTIONED IN THIS THESIS IS A TYPE OF BACKGROUND KNOWLEDGE WHICH PERMITS VENDORS THAT OFFER SERVICES TO INPUT PROFESSIONAL FIELD THROUGH REAR END INTERFACE, OR TO CONVERT THE FREQUENTLY ASKED QUESTIONS (FAQ) AND STORE THEM INTO KNOWLEDGE BANK. CUSTOMERS CAN UTILIZE THE SERVICE COUNTER TO DIRECTLY RAISE AND ASK THEIR QUESTIONS OR TO PROCEED WITH SEARCH FUNCTION. AFTER ANALYZING THE CUSTOMERS' CONSUMING BEHAVIORS OR PRODUCTS' CHARACTERISTICS, THIS PROPOSED SYSTEM WOULD PROVIDE THE USAGE OF ACTIVE OR PASSIVE METHOD TO PROCEED WITH SERVICES FOR CUSTOMERS. AFTER THE CONFIRMATION USING SEVERAL GENUINE EXAMPLES, IT IS VERIFIED THAT OUR EXPECTED GOAL IS COMPLETELY ACHIEVED.

Keywords : CUSTOMER RELATIONSHIP MANAGEMENT, ELECTRONIC CUSTOMER RELATIONSHIP MANAGEMENT, ELECTRONIC SERVICE, SERVICE COUNTER

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