

A Study of Designing a Prototype for Customer Data Management System

周暉、陳偉星

E-mail: 9509768@mail.dyu.edu.tw

ABSTRACT

Maintaining the customer's information, acquiring the new customer and retaining the old customer are the critical issues for most enterprises. Most enterprises usually took apart of customer management and customer's data; however, these two important issues should be linked tightly. The purpose of this study is to build a prototype for a customer data management (CDM) system which can process customer's data based on the customer cycle life concept. The prototype of the proposed CDM system is built upon the core life cycle concept from product data management (PDM) as well as the core functions from customer relationship management (CRM). The CDM is an extension of the CRM and it can help enterprises to process customer's data based on the flow-event processes which cover the whole life-cycle stages from pre-sales to after-services activities. The overall system frameworks are analyzed and built based on the architecture of integrated information systems methodology by using the ARIS system analysis tool.

Keywords : ARIS ; Customer Data Management ; Product Data Management ; Customer Relationship Management ; Process Management ; Systems Analysis ; Set Up System

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