

An Evaluating Model between CRM and Returns for Hotel Industry

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Abstract

Accordingly, this paper aims the hotel industry as a demonstration, and builds up an evaluation model to interpret the real returns from orienting customer's relationship and knowledge management efforts for hotel industry. The hotel industry aims this evaluation model would comprehend their maximum entire returns when they oriented the customer's relationship management efforts. For the special purpose, this paper utilize the multiple criteria decision method (MCDM) to acquire the relationship and the level of the importance, beside, this model can obtain the efficiency value between input efforts and output performances. We hope this model could solve the indistinct between input efforts and output performances. Due to this evaluation model can get the real efficiency value between CRM and enterprise performance, the industry would not turn down the input of CRM at specific time ignoring the importance of customer loyalty. Also, the service industry can through this model anticipates keeping impetus customer's relationship management, to acquire more returns from customers.

Keyword : Customers relationship management (CRM), multiple criteria decision method (MCDM), Knowledge management (KM), real returns