

顧客關係管理應用在國民小學資源班之研究

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摘要

This study aimed to interview the parents of students and the tutor with questionnaire survey to examine their attention and satisfaction about the application of customer relationship management. The research results are shown as listed: 1. Both the attention and satisfaction of the parents and the tutor held to the resource room attained the average scores, 4 points, and the attention scores were higher than the satisfaction's, showing there was quite different between the two items; 2. With importance-performance analysis, we found adjusting the class member's quantity to match student's special needs and assisting the arrangement about the schedules of normal classes and the resource rooms are the main points to improve for a school.

關鍵字 : Resource room, Customer relationship management, Customer satisfaction, Importance-performance analysis