Holistically integrated model and strategic objectives for service business
Ching Chow Yang, 楊錦章, Lai Yu Cheng

Chow rang,杨蝉阜,Lai fu Cheng Applied Mathematics Engineering kingjang@chu.edu.tw

Abstract

The purpose of this paper is to establish an integrated model of a service-delivery system, customer relationship management, and customer satisfaction evaluation.

Keyword: Service delivery, Customer relations, Customer satisfaction