

Building an Innovative Digital Content Information System to Improve Service Quality of Retail Stores

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Abstract

It is important that the store can plan and provide services that are closer to a customer's demands and therefore satisfy the customer's demands. Nevertheless, current information technology can only focus on the development of assisting the shopping function, and a function for obtaining customer behavior information has not yet successfully been developed. This paper adopts the case study methodology to describe the development and application of innovative digital content technology to improve service quality of retail stores. The results show that this system can indeed effectively obtain customer behavior information and effectively analyze it for retail stores. Hence, it could meet the customers' demands better compared to past store information system.

Keyword : customer behavior, service quality, near field communication (NFC), radio frequency identification (RFID)