

عنوان مقاله:

Developing a Business Value Model in Omnichannel Marketing with Customer Relationship Approach

محل انتشار:

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خلاصه مقاله:

The goal of this research is to create a business value creation model through Omni-Channel based on customer relationship management. According to the Omni-Channel framework, a business model can be configured in a way that pursues one or more themes to create value. This research is exploratory and qualitative in nature and was conducted by analyzing the content of interviews with Attribud Sterling in MAXQDA software. It is practical in terms of approach and method. The research objective of creating a business value creation model through Omni-Channel based on customer relationship management was investigated through semi-structured interviews in Ansar Bank. Bank managers, technical and marketing experts, and research and development experts provided appropriate information in this regard. Based on the three stages of Astrid-Sterling coding, related concepts were identified. ۲۰ individuals were identified as interviewees through purposive sampling in qualitative analysis. In qualitative analysis, ۶ pervasive themes, ۱۹ organizational themes, and ultimately ۱۳۶ fundamental themes were identified. The pervasive themes identified included information and technological infrastructure, business value added, current state review, innovative customer-centricity, indigenization of Omni-Channel value in banking, and business value creation. This model enhances the capabilities of banks in creating superior customer experiences, improving products and services, and accelerating business growth. By advancing in these criteria, banks can appear as the top choice for their customers in the competitive market.

کلمات کلیدی:

Business Value, Omni-Channel, Customer Relationship Management

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