

عنوان مقاله:

Conceptual Modeling of Cloud based Customer Relationship Management Systems for Banking

محل انتشار:

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خلاصه مقاله:

Customer requirements and customer behaviors have been changed considerably. Customer-centric strategies must be used to support these needs, and to gain competitive advantages. Customer Relationship Management is one of these strategies. This paper presents a banking CRM model that has been designed based on cloud computing to improve the quality of services in banks and to increase the customer trust. The presented banking CRM model which is based on cloud computing is a good starting point for the banks which are looking for designing and implementing CRM systems. Implementing this model in banks .will enhance organizational competitiveness, In addition to increasing revenues and reduce the operational costs

کلمات کلیدی:

Customer Relationship Management; Cloud Computing; Banking CRM; e-Banking

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