

A Framework for Customer Knowledge Management (CKM) as a Key Role in Relationship

Authors : Mehrnoosh Askarizadeh

Abstract : The customer's value has become obvious for the leading companies in today's competitive environment. Therefore they are constantly trying to improve their relationship with customers. Customer Knowledge has been recognized as a strategic resource and a key to the success of any company. Talking about the Customer Knowledge Management is closely associated with Knowledge Management and Customer Relationship Management (CRM). Recent studies conducted in the fields of Knowledge Management (KM) and Customer Relationship Management (CRM) has explained that the two approaches can have great synergies. In this paper, our aim is to provide an understanding of Customer Knowledge Management (CKM) as an integrated management approach and competence it requires. We describe CKM as an ongoing process of generating, disseminating and using customer knowledge within an organization and between an organization and its customers. In addition, we propose a comprehensive framework of CKM, the ability to integrate customer knowledge into customer relationship management processes.

Keywords : e-commerce, knowledge management (KM), customer relationship management (CRM), customer knowledge management (CKM)

Conference Title : ICISEM 2015 : International Conference on Information Systems, Engineering and Management

Conference Location : Istanbul, Türkiye

Conference Dates : July 29-30, 2015