

工程与应用

SaaS模式的中小企业客户关系管理研究

向坚持^{1,2}, 陈晓红¹

1.中南大学 商学院, 长沙 410083

2.湖南师范大学 计算机教学部, 长沙 410081

收稿日期 2009-3-9 修回日期 2009-4-17 网络版发布日期 2009-6-30 接受日期

摘要 客户关系管理是提高企业核心竞争力的关键之一, 传统客户关系管理模式无法满足广大中小企业的需要。在讨论新的SaaS概念及SaaS模式与传统模式比较的基础上, 分析了基于SaaS模式的中小企业客户关系管理优势, 提出了基于SaaS模式的中小企业客户关系管理解决方案, 构建了SaaS模式解决方案的逻辑体系结构, 并指出了中小企业实施SaaS模式客户关系管理应注意的问题。

关键词 [中小企业](#) [客户关系管理](#) [软件即服务](#)

分类号

Research on customer relationship management for small and medium enterprises based on SaaS

XIANG Jian-chi^{1,2}, CHEN Xiao-hong¹

1.School of Business, Central South University, Changsha 410083, China

2.Department of Computer Education, Hunan Normal University, Changsha 410081, China

Abstract

Customer relationship management is one of the key factors to the development of enterprise's core competitiveness, and the pattern of traditional customer relationship management is unable to satisfy the demands of the vast numbers of Small and Medium-sized Enterprises (SMEs). By discussing the new concept of SaaS and the differences between the traditional model and SaaS model, this paper analyzes the advantages of SaaS model-based customer relationship management for SMEs. A solution is proposed to SaaS model-based customer relationship management, and a logical architecture is also constructed. To SMEs, some problems which should be concerned about during the implementation of SaaS model-based customer relationship management are pointed out.

Key words [Small and Medium-sized Enterprises \(SMEs\)](#) [Customer Relationship Management \(CRM\)](#) [Software as a Service \(SaaS\)](#)

DOI: 10.3778/j.issn.1002-8331.2009.19.071

通讯作者 向坚持 jcxia@sina.com

扩展功能

本文信息

▶ [Supporting info](#)

▶ [PDF\(993KB\)](#)

▶ [\[HTML全文\]\(0KB\)](#)

▶ [参考文献](#)

服务与反馈

▶ [把本文推荐给朋友](#)

▶ [加入我的书架](#)

▶ [加入引用管理器](#)

▶ [复制索引](#)

▶ [Email Alert](#)

▶ [文章反馈](#)

▶ [浏览反馈信息](#)

相关信息

▶ [本刊中 包含“中小企业”的相关文章](#)

▶ [本文作者相关文章](#)

· [向坚持](#)

·

· [陈晓红](#)