

Customer Relation Management System Based on Mobile Internet

Di Guoqiang

Information management College, Jiangxi University of Finance & Economics

Nanchang, Jiangxi, 330013, China

Email: DyLydgq@21cn.com Tel.: 13007200302

ABSTRACT

Communicating, interacting and providing service with customer in time are basic demand of CRM for an enterprise. The cellular phone is the most popular portable intelligent communication terminal. Internet and mobile communication is the important sign of the information society, the combination of which offered convenient service way of CRM and meet the information service demand in any time and any place. The advantage of voice information service based on CTI can be reserved by Cellular phone. A small or simple service platform of CRM can be constructed alone by SMS or WAP. So enterprise should integrative or selectively utilize all kinds of technology to implement CRM according to the characteristic of that. A CRM case based on SMS is introduced finally.

Keywords: mobile Internet, CRM, CTI, SMS, WAP