證券商網站採行客戶關係管理系統之實證研究

Because Investor can paying lower stock trading fee, accessing free information, trading without time and environment constraint and personal customized service by trading stock on Internet, more and more people start to invest in stock on Internet. With the Internet investing and personal marketing era coming, how shouldstockbrokers face the new economic age and combine the Internet technology, the concept of customer relationship management and Internet-based stock trading system in order to keep well interaction with investor by providing personal customized service and improve business profits. This is an important issue for stockbrokers to discuss. An enterprise adopt new information technology is often affected by several factors as environment, system benefits and system risks. In this article, we first built a research framework which including the external environment factor, the internal organization factor, and characteristics of the information system. Secondly, we designed two questionnaires based on this framework, recondition seventeen personal investment service items and collected some empirical data by browsing many stockbrokers's web site, collecting many software house data, mailing questionnaire. After analyzed the data, we found that : (1) most of stockbroker's web site systems are developed by outsourcing; (2) with the popular in Internet online stock trading, invest web sites and stockbroker's web sites have been a important investment information access channel; (3) all interviewees ratified the value of the CRMS even though lacking of most functions in the current web servers; (4) in all affect factors, external environment factors are recognized more important than internal organization factors and system risk factors are more important than system profit factors (5) the view from stockbrokers and investors of the ranking of seventeen personal customized services, have positive relation and only two items have notice difference.