台灣中小型電子業客戶關係管理系統導入之研究：以個案公司為例

The customer-relationship-management has been innovated with improving IT technology, e-commerce, expediency, non-boundary, and non-time restriction via the contents of Internet, hi the new profitless era, the criterion of customer-relationship-management becomes a competitive advantage of an enterprise. Even though custom relationship is the key of being success, Taiwan small and medium enterprise has been first constrained by the massive capital expenditure. Second, many companies didn't pin out their requests and lead to the consequences of failure for adopting the system. Therefore, this article will mainly focus on small and medium electronic industry's models of customer-relationship-management. Indeed, it will be written in the way of discussion with expert in the topics of (What)、(How)、and (Who) of customer-relationship-management under the environmrnt of Visual Studio.Net.Also, with the integration of SQL and ASP technology, this article will provide perspective of resolutions and case studies after implementation for research purposes.