

Independent Study Title	Increase Effectiveness in Customer Relationship Management – Case Study of Customers Belongs to the Clinic Group of P&O Healthy Care Company Limited
Author	Mr. Jakaphan Tancharoen
Major/Faculty	Technology Management, College of Innovation Thammasat University
Advisors	Wuttigrai Ngamsirijit, Ph.D.
Academic Year	2009

Abstract

This research is conducted on the topic “Increase Effectiveness in Customer Relationship Management – Case Study of Customers Belongs to the Clinic Group of P&O Healthy Care Company Limited”. The objective for this research is to study customer relationship management (CRM) in practice and to study the relationship between perceived CRM factors and customer satisfaction on buying decision with customers of the clinic group of P&O Healthy Care Company Limited.

This study is defined as quantitative research. Information from questionnaires is collected from specific group of customers who belong to the clinic located in Bangkok and has no branch. These customers involved with buying decision process when ordering products to their clinic. The research methodology is started from collecting relevant data, processing data with statistics application specifically for social science research, performing descriptive analysis, and testing hypothesis based on the concept of multiple linear regression analysis accordingly.

Result from present study shows that customer satisfaction of the products has relevance to the CRM practice. Customer satisfaction by means of right order of liquid soap and shampoo, and complete order of liquid soap is obtained by customer database. Customer satisfaction towards the right order of liquid soap and shampoo, and the complete order of soap is relative to customer retention program. Finally,

customer satisfaction towards the right order and complete order of soap is due to proper use of CRM technology.