



Intelligent Content Management in E-Commerce Websites: Creating an Intelligent Content Management to Have Intelligent Customer Relationship Management in E-Commerce Websites

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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 66 pages. Dimensions: 9.0in. x 6.0in. x 0.1in. Seller and buyer are present in physical relationships between humans and their interactions to perform business dealings, so the seller can make relation with customer to know his needs by using customer management sciences and psychologies necessary for understanding customer needs. The most important and difficult part of the sales is to identify customer needs and they are not well known, but to identify the customer itself. Customer identification in terms of tastes, personality and psychology are as important as understanding of his her needs. When the seller knows hisher customers, even the kind of deal between them takes a special form. Identify the customer and hisher needs lead to satisfy hisher needs at best. It has a completely unconscious impact on increasing customer confidence. When the customer confidence increases, its effect on hisher loyalty can be felt. The ultimate goal of any business is customer loyalty. The thesis tries to create intelligent and targeted management in websites content by intelligent agents. The aim of management is to create customer relationship management which establishes an intelligent relationship to identify the...



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