

## ABSTRACT

CASE STUDY OF INVESTIGATE AND IMPROVE CUSTOMER  
RELATIONSHIP MANAGEMENT FOR SALES AND EVENTS MANAGEMENT  
DEPARTMENT IN SHANGRI LA HOTEL CHIANG MAI

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Most of the Hotel companies all shapes and sizes are facing the challenge of maximizing results in a fast changing hospitality marketplace, where the decisions you make daily on groups and meetings directly impact your on-going performance. The customer relationship Management (CRM) had become an importance topic for both academicians and business people. There are many existing academic literature of customer relationship management, which mostly not provided a clear indication of what specifically constitutes CRM process. This Business Improvement Project research about investigating the CRM in Shangri La hotel, Chiang Mai in Sales and Event management department to find what should be improve to make the sale process more efficiency, rising of revenue and customer satisfaction. Involved in creating customer knowledge competence. This project followed the step of research a) what is the perception of the staff about CRM in Shangri-La hotel? b) Is Customer

Relationship Management strategy really being known and follow in the hotel? c) Which part of the CRM are the importance considerations to develop in Shangri la Chiang Mai? d) Is there any difference on the perception of CRM between the management and implementer level? Their Business Improvement Project questions are address in three sectional studies focus on the Sales and Event Management department in Shangri-La hotel, Chiang Mai. The first how CRM process retain the customer in hotel industry, the second what are “The best practice” support the CRM and the third how the CRM effect to the ROI of the hotel.

มหาวิทยาลัยศิลปากร สงวนลิขสิทธิ์

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