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A CKM FRAMEWORK FOR CREATING CUSTOMER VALUE

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Abstract

Customer knowledge management (CKM), which integrates customer relationship management (CRM) with knowledge management (KM), can be used to create a valuable leverage and direct interaction with the customers. This article proposes a conceptual framework to assess the customer value created by implementing customer knowledge conversion between vending firms and customers. A case study is used to illustrate the proposed CKM model, and the results show that customer value is manifested and magnified through four types of customer knowledge that continuously disseminated within the vendor, between the vendor and customers, and among customers.

Keywords: customer knowledge management, customer value creation, customer relationship management, knowledge management

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