Innovation, Management and Service

Selected, peer reviewed papers from the
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Welcome

Welcome to 2011 2nd International Conference on Innovation, Management and Service - ICIMS 2011. At first, we are so glad to see the progress of this conference both in terms of quality and quantity. Based on the success of the previous conferences by IEDRC, The number of the submissions for this conference has increased largely and many more scholars such as the leading researchers, engineers and scientists in the domain of interest from around the world, participate actively in and start to enjoy this conference. We trust deeply that we will step on a higher floor of this conference this year in Singapore.

As a global academic symposium on Innovation, Management and Service, the aim of ICIMS 2011 is to facilitate the communication of academe between domestic and foreign, to construct international communication platform, and also to exhibit the new fruits of new advances of Innovation, Management and Service.

At this moment, our sincere thanks give to organizers and program committee who deeply contributed to the success of the conference in this year by organizing a technical track for the ICIMS 2011. Special thanks are due to the authors who contributed to this conference.

We hope and believe that everybody here will have an academic enjoyment during this conference in Singapore.

ICIMS 2011 Organizing Committees
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The purpose of contact management is to improve customer relations through effective communication and service. A well-organized contact management system can help businesses do the following:

1. Improve customer satisfaction by providing prompt and courteous service.
2. Increase customer retention by maintaining positive relationships.
3. Boost sales by identifying potential sales opportunities.
4. Enhance brand reputation by demonstrating a commitment to customer service.
5. Streamline internal processes by consolidating customer data and automating communication channels.

Effective contact management requires a strategic approach that includes:

1. Defining customer segments to tailor communication strategies.
2. Establishing clear communication channels and protocols.
3. Implementing feedback mechanisms to measure and improve customer satisfaction.
4. Utilizing technology to automate routine tasks and improve response times.

By adopting a comprehensive contact management strategy, businesses can strengthen their relationships with customers and gain a competitive advantage in the market.
2.1. A Review of the Literature

In order to conduct a thorough review of the literature, it is important to identify the key elements that will be examined. These key elements may include the purpose of the research, the methodology used, the sample population, and the results obtained. Additionally, it is important to identify the gaps in the literature that will be addressed in the research study.

2.2. Methodology

The methodology for this research study will include a combination of qualitative and quantitative research methods. The qualitative research methods will be used to explore the perceptions and experiences of the participants, while the quantitative research methods will be used to analyze the data collected from the participants.

2.3. Results

The results of this research study will be presented in a clear and concise manner, including tables and graphs as necessary. The results will be analyzed in order to draw conclusions about the research question.

2.4. Conclusion

In conclusion, this research study aims to address the gaps in the literature by exploring the key elements that will be examined. The methodology for this research study will include a combination of qualitative and quantitative research methods, and the results will be presented in a clear and concise manner.

Keywords: Literature review, qualitative research, quantitative research, research methodology, research results, research conclusion.