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Paper

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## **The Application of Customer Relationship Management to Engineering Educational Systems**

In engineering educational systems, students and industries can be seen as customers. How to satisfy customers' needs and to create customers' value are important for universities all over the world in the digital age. Due to the fast development of information technology (IT), CRM (Customer Relationship Management) has been widely used in many enterprises. This paper is aimed to provide a complete CRM framework for the development of CRM and its applications in engineering educational systems. The framework covers different aspects of contact and analysis as well as different levels of operational, tactical and strategic activities in an engineering educational system. Moreover this paper also proposes a concept of customer relationship analysis and management based on the factors such as customers' demands, characteristics, and values. Therefore, from the segmentations of the existing relationships between schools and customers, the characteristics of each customer segment will be derived and the related specialized knowledge and experience, customized CRM tactics and strategies, and action plans with periodic feedback will be developed. A case study about the implementation of CRM will also be illustrated.