A Model of Knowledge Management and Customer Relationship Management System for Developing Service Quality and Customer Satisfaction in Restaurants

Sriprapa Kruekkrathok, Nattavee Utakrit and Phayung Meesad

Abstract

Restaurant investment is playing an important role in Thailand marketplace. In addition, an increasing number of restaurants lead to high competition in the market place, therefore; the customer management and knowledge management has become an emerging issue. In this paper, Knowledge Management and Customer Relationship Management restaurant System Model (KM and CRM restaurant System) will be based on European restaurant information; foreigners and Thai customers’ questionnaires in Thailand. The results have shown that KM and CRM restaurant System Model can be applied to employees and customer’s life cycle in restaurants which able to show the measurement of employees’ knowledge, retraining, sharing and customer’s satisfactions. The results are gathered from present customers’ evaluation and developed to a better services quality in restaurants for further enhancing customers.

1 Department of Information Technology, Faculty of Information Technology, King Mongkut’s University of Technology North Bangkok, Bangkok 10800

2 Faculty of Information Technology, King Mongkut’s University of Technology North Bangkok, Bangkok 10800
INTRODUCTION

Restaurants are rapidly gaining more popularity over the years; hectic lifestyle in urban areas is one of the motive issues that more people would prefer to dine at restaurants rather than cooking at home. According to the Department of Business Development Ministry of Commerce (DBD) research in Thailand has shown that in year 2008, there are 64,113 restaurants in Thailand; approximately 12,000 restaurants in Bangkok and approximately 9000 restaurants have increased since 2002. Moreover, the total of food and beverage is 6,839 restaurants have been registered with DBD in 2009, which accounted for THB27,702.99 billion or approximately 850,306.93 US [1]. However, the Kasikorn Research Center (KResearch) has shown that in year 2009 the market turnover of restaurants in Thailand may decreased to near THB200 billion, shrinking from 3.0 to 4.0 percent from 2008 [2].

In order to attract new customers and retain the regular customers in the long run is very difficult; there is high level of competitions in products and services among restaurant businesses. There is high number of employees’ turnover rates, the possibility of losing employees’ experienced and their knowledge means organizations need more retraining, sharing knowledge to new employees [3]. It can achieves through organizational performance of customer services and loyalty; employees can transfer or share their knowledge and experiences systematically; the useful information and learning enable employees to appropriately handle situations and decisions- its value when it is shared [4]. The knowledge management, service quality, customer services and recognize customers’ satisfactions of restaurants business are needed to address to be able to achieve satisfaction outcomes. Otherwise, during a lack of transformation of knowledge into the customers’ service, they would not fit into framework for knowledge acquisition systems, and models for the extraction of the hidden facts (knowledge) of data. Customer relationships along with employee's management and other components are treated separately, there are low in efficiency and effectiveness in customer and employees management. It is a good opportunity to evaluate knowledge and service quality perception for employees [5-6] in order to improve their knowledge and services to the customer.

Knowledge Management and Customer Relationship Management System

Many researchers have identified knowledge as “explicit knowledge” knowledge that can be easily transferred and “tacit knowledge” knowledge that is difficult to transfer, for example; culture and experiences [7-9]. Several researchers described the Knowledge Management as the process of collecting useful information, storing knowledge, enabling to retrieve, exploiting and usefully applying knowledge [10-12]. Furthermore, the practice of action learning, sharing and training would be positive
effect for organization [13-14] however, the useful of the process is how to transfer employees individual's knowledge and experiences in the organization and distribute to other employees.

Knowledge Management System (KMS) can help organizations to move to a better system by using the process of KMS for sharing, reusing, recording, retaining and updating knowledge in organizations including policies and procedures [15-16]. It refers to considering that employee's skills, experiences, purpose, activities and cultures are important for the organizations. The helpful of the system that employees can retrieve or transfer their knowledge by themselves through the system [17]. It would able to reduces individuals' learning time by integrating the Knowledge Management System with existing technology; this is because cognitive load, foster system acceptance and use [18].

Customer Relationship Management

One of the components that is necessary to the organization is an effective customer relationship management (CRM) strategy for the business model. CRM can identify customer's purchasing behavior such as customer's interests and services [19]. Relationship marketing logically effective to customer relationship by transaction-based marketing as its attracted new customers [20-22]. Organizations often use many different ways to manage CRM approaches which can be different CRM software, or their own business ways [23]. Customer satisfaction survey might helps to decide new products or services that would be interested for their customers from the customer information database [24].

In this research, propose a new model for improving the service quality and customer satisfaction in a restaurant called KM and CRM restaurant system model; and the result would support both the restaurant knowledge and customer's purchase behavior.

MATERIALS AND METHODS

There are many researches related to Knowledge Management System (KMS) and Customer Relationship Management (CRM). KM can be applied to CRM by using six CRM business process model and four KM aspects content, competence, collaboration and composition to improve knowledge support of their customers [25]. In the paper “Evaluation Customer Service Satisfaction to Fast Food Industry” [6] by TOPSIS method showed that service quality needs to be considered. In [26] Jing-hua Shi and Qiang Su introduced “Evaluation of Hotel Service Quality Based on Customer Satisfaction” by using 187 questionnaires and 32 questions.

Besides related works, this research gathers KM and CRM restaurant system model for rules and conditions to manage the restaurant's service by information management system. The knowledge originated from two separate areas: firstly, it comes from within the restaurant, the knowledge that
employees in restaurant should know; for example the ingredients of each dishes in the menu; such as the origin of each wines, policies and etc. propose to cluster employees’ knowledge by using data mining technique and produce the training knowledge by system automatically. Secondly, it comes from restaurant’s customers. To propose the method of association rules of data mining to extract knowledge from the customers’ transaction data from database; where it comes from customer’s purchase and questionnaires in order to generate an appropriate promotions or services for regular customers and to attract new customers, as shown in Figure 1.

![Conceptual framework of KM and CRM restaurant System model](image)

**Figure 1.** Conceptual framework of KM and CRM restaurant System model

**RESULT AND CONCLUSION**

The result shows that Knowledge Management and Customer Relationship Management restaurant System model can be applied to employees and customer’s life cycle in restaurants which able to show the measurement of employees’ knowledge, reducing employees individuals’ learning time, supporting employees suggestion, retraining, sharing and customer’s satisfactions. The results are gathered from present customers’ evaluation and developed to a better services quality in restaurants for further enhancing customers.
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