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Panel

T04P09 - Asian Cities as Policy Innovation Hub

Author

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Title

Use of Municipal Citizen Relationship Management System in Taiwan: Challenges and Potential Effects

Abstract

Many municipal governments adopted Citizen Relationship Management (CRM) System. Much has emphasized on the function and advantages of CRM system in local governance, but the study about the development and usage of CRM system remains limited. It is important to explore the best practice of CRM system for the learning example to other cities in other Asian countries. Kaohsiung City is the well-known case that uses CRM system to non-emergency service offering and citizens’ data management in Taiwan. The study examines how Kaohsiung City implements the system, and how city government perceives its impact on managerial practices, citizens’ need, and citizen-initiated contact. In addition, this study discusses the major issues in the implementation process, so that future reformers of CRM systems may draw lessons from the Kaohsiung experience.

Reference


