

Setup of webbased business: activity based webbased business



Activity based webbased business

A company, starting for use web marketing, web communication, usually start with a company site, then develop a commerce.

Storytelling, content marketing result in portal building, And last but not least the mobile marketing channels are used. All these activities result in new databases with large amounts of information about users, customers, visitors, which are filed in different databases.

Data combination and analysis is difficult and hardly ever result in optimizing the customer engagement.

Customer based webbased business

In order to centralize the customer relationship in an organization, a personal membership environment within the online platform can be developed. All online, mobile and interactive services can be initiated from this 'APP' / account.

The useful customer data is gathered in a uniform way, available from one central user profile database. This database can be connected to third party information sources. Tailor-made customer profiling, new customer information can be used to improve customer experiences, and helps predict customer needs, wants and expectations.



New Horizon In Webbased Learning Proceedings Of The Third International Conference On Webbased Le

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Horizons in Web Based Learning Dickson K.W. Chiu, Minhong Wang, Elvira Popescu, Qing Li, Rynson Lau, 2014-04-30 This book constitutes the revised selected papers of the workshops of the 10th and 11th International Conference of Web based Learning ICWL 2011 held in Hong Kong in December 2011 and ICWL 2012 held in Sinaia Romania in September 2012 This volume comprises papers from one symposium that took place both in 2011 and 2012 and four workshops two from 2011 and two from 2012 1 The 1st and 2nd International Symposium on Knowledge Management and E Learning KMEL2011 2012 2 The 1st International Workshop on Enhancing Learning with Social ELSM 2011 3 The 4th International Workshop on Social and Personal Computing for Web Supported Learning SPeL 2011 4 International Workshop on Learning within and from Smart Cities SciLearn 2012 5 International Workshop on Creative Collaboration through Supportive Technologies in Education CCSTED 2012 **Multi-Agent Systems for Education and Interactive Entertainment: Design, Use and**

Experience Beer, Martin, Fasli, Maria, Richards, Debbie, 2010-11-30 This book presents readers with a rich collection of ideas

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