

LOCAL GOVERNMENT SATISFACTION SURVEY AND COUNTERMEASURES RESEARCH

ABSTRACT

Title: Local government satisfaction survey and countermeasures research
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Since the reform and opening up, China's government has experienced large-scale integration and change, the internal structure of the government has changed with each passing day. Administrative efficiency has been greatly improved, but the sustained and rapid economic growth led to a serious imbalance in the society, the original traditional working mode of the government has been unable to meet social needs at this stage of the government transformation is imminent. At this point, the National Congress clearly put forward the goal of building a service-oriented government. Combining with the goal of building a service-oriented government, the theory of customer relationship management has been introduced into the field of government services. In our country, the basic level government as the most basic subsystem of the government system, the management area of the political, economic and social affairs functions, is the acutest national administrative system "nerve endings". The combination of the theory of customer relationship management ideas and methods and the local government organizations, change the mode of government functions, has important significance in theory and practice of internal mechanism to integrate collaborative management are explored. The according to the customer relationship management theory, combined with local government established the local government customer relationship management model, a breakdown of the internal and external customers of the local government, and according to the theory of the internal organization of the Municipality was reintegration, according to the Department's coordination functions of recombinant . At the same time, through of local of local government cooperative service quality satisfaction level of empirical analysis, it is concluded that the countermeasures to further improve the serviceability of local government, and gives the corresponding cooperative measures: the

leaders to direct management; centralized management system; of the reasonable system; build and the introduction of professional information management technology platform.

Keywords: Government customer relationship management, Local government, serviceability, Synergy mechanism

摘 要

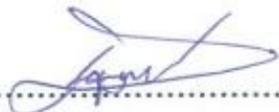
标题：地方政府满意度调查与对策研究

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改革开放以来，我国的政府经历大规模的整合与变更，政府的内部结构有了日新月异的变化；行政效率有了大幅度地提高，但是经济持续快速的的增长导致了社会多方面的严重失衡，原有的传统政府工作模式已无法满足现阶段的社会需求，政府转型迫在眉睫。此时全国代表大会明确提出了建设服务型政府的目标。结合服务型政府建设这一目标，

将客户关系管理(CRM)理论引入了政府服务领域，在我国，基层政府作为政府系统中的最基层的子系统，承担管理辖区内各项政治、经济和社会事务的职能，是国家行政体系最敏锐的“末梢神经”。本文将客户关系理论中的管理理念与方法与我国基层政府组织建设相结合，转变政府职能模式，对内部机构整合协同管理进行了探索，具有重要的理论和实践意义。

本文根据政府客户关系管理理论，结合基层政府的工作实际建立了基层政府客户关系管理模型，对基层政府的内外部客户进行了细分，并根据理论对基层政府内部机构进行了重新整合，根据部门的协同职能进行了重组。同时，通过对基层群众进行基层政府协同服务能力质量水平满意度实证分析，得出了进一步完善基层政府服务能力的的对策，并给出了相应的协同措施：采用高层领导直接管理；集中管理制；制定合理的制度体系；搭建或引入专业的信息管理技术平台。

关键词：政府客户关系管理，基层政府，服务能力，协同机制