

## **ABSTRACT**

The economic recession that hit the country in 1997 led to a dip in retail business as consumers lost their jobs and confidence and became more conservative in their spending habits. Despite rising oil prices and a weakening of the baht, inflation remained largely subdued throughout the year, allowing the Bank of Thailand to maintain a low interest rate policy to accommodate restructuring. Most of Construction equipments in Thai retail business faced higher competitions. But the most important thing they face was the inefficiency of the inventory system. They can't provide what customers' want that make customers' dissatisfied, sometimes it's less opportunity for customers to give data about themselves which can be used to improve company's offer to them. Moreover, overwhelming of some products and imbalance of some construction equipments that made hedge of products in the inventory that can create problems for customers. Some products can't meet customers' demand, which creates lot of problems in the construction's equipments shops. Staff skills are one of the problems because it's consequent failure to internalize idea of holding on customers. All of this can't be solved to create customers' satisfaction that's why a lot of problems have happened until now.

So Customer Intelligence (CI) can help many Thai retailers to solve these problems. They hire specialists who can consolidate and integrate their customer data to create individual customer profiles that reflect buying patterns and behaviors. They use new kind of Customer Intelligence to create data reporting, query, analytical and data mining tools to discover these customer profiles. The result helps determine their best customers, understand target customer sets, determine which customers you should retain, and to whom you can offer additional products and services. With more customers communicating online, retailers are required to know whom their customers are and how they prefer to shop in an e-business economy. Whether the customer does business through traditional means or online, by producing a single customer view, the Customer Intelligence (CI) can help you understand where your customer shops and what your customer buys to better adapt to selling channels and future marketing strategies, leading the way through alleviate many problems in Thai retail business.