Customer Relationship Management Program at the ECOMVIET E-Commerce Development Center

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***Abstract*—This undergraduate project examines "Customer Relationship Management Program at the ECOMVIET E-Commerce Development Center." The CRM program developed for ECOMVIET includes management of customers, employees, contracts, orders, and transactions, together with reporting and search. The source conclusion also lists group-based access, customer segmentation by address or age, and marketing contact through email and appointments. Sales management joins customer, product, contract, invoice, and payment information. This paper records the program's reported functions and limitations. Further use with real customer cases and performance measures would be necessary before judging its effect on the center's marketing or service. The work is reported within the scope supported by the original manuscript, without assuming an unrecorded deployment or quantitative benefit.**

***Index Terms*—Customer Relationship Management, CRM, E-Commerce, SQL, Database Management, Ecomviet**

I. Introduction

Sales management joins customer, product, contract, invoice, and payment information. The thesis examines an organization's existing workflow and the information needed to support its selected task. It identifies a practical task, selects functions to study or build, and explains why the task matters to the organization concerned. The evidence for the project is its requirements analysis, design material, and described implementation. Intended advantages are distinguished from effects actually established in the manuscript [1].

II. Methods

The student analyzed the selected case, described the relevant records and procedures, and prepared the design or program functions reported in the thesis. The design links input records to the updates, searches, reports, or other functions relevant to the task. Functional descriptions, diagrams, interfaces, and source conclusions are used where present to identify completed work. The manuscript is not treated as evidence of an additional user trial or dataset that it does not document [1].

III. Results

The CRM program developed for ECOMVIET includes management of customers, employees, contracts, orders, and transactions, together with reporting and search. The source conclusion also lists group-based access, customer segmentation by address or age, and marketing contact through email and appointments. These are the functions reported by the author. The manuscript does not present a formal comparison with competing systems or a measured increase in customer retention, sales, or marketing response. The supported output is a set of implemented CRM functions and a case analysis of customer-contact needs [1].

IV. Discussion

The CRM program developed for ECOMVIET includes management of customers, employees, contracts, orders, and transactions, together with reporting and search. The source conclusion also lists group-based access, customer segmentation by address or age, and marketing contact through email and appointments. The reported functions can be interpreted against the original organizational need, but implementation alone does not establish every intended benefit. This paper records the program's reported functions and limitations. Further use with real customer cases and performance measures would be necessary before judging its effect on the center's marketing or service. Transaction cases and user review would be needed to establish reliable routine operation. The source provides a case study and a basis for later verification of completeness, reliability, and use [1]. Earlier ICTU undergraduate work by Bùi Thế Quang addressed customer relationship management website [10].

V. Conclusion

The student built a CRM application for ECOMVIET with customer and employee records, contracts, orders, transactions, reports, search, access groups, segmentation, and contact functions. The source conclusion acknowledges that limited internship time and design experience may have left errors. It does not quantify business results or independently validate all workflows. This paper records the program's reported functions and limitations. Further use with real customer cases and performance measures would be necessary before judging its effect on the center's marketing or service [1].

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