

BUILDING A CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM FOR AHT COMPANY

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Abstract: We are living in a booming market economy. Economic integration is like a strong wind blowing into our country's economy, greatly affecting the development and survival of private and state-owned enterprises. In reality, the use of modern scientific and technological means is becoming increasingly common. More importantly, the majority of businesses have also expressed a desire to manage available information resources more quickly, thereby achieving the most favorable business results, reducing costs and labor.

Keywords: CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM, AHT COMPANY, AHT

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