

Current situation and solutions to improve efficiency in customer information management at Thuan Phong Express Delivery One Member Limited Liability Company, Bac Ninh Branch - Bac Ninh Province

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Abstract: This topic aims to analyze the current state of customer information management at Thuan Phong Express Delivery One Member Limited Liability Company, Bac Ninh branch, Bac Ninh province, and propose improvement solutions. Through theoretical research combined with practical surveys, the goal is to enhance efficiency in customer information management to better serve the company's business operations. The recommendations from this topic are expected to contribute significantly to the process of sustainable development and competitiveness in the express delivery market.

Keywords: Customer information management, Express delivery, Efficiency improvement, Field survey, Solution proposal