

Enhancing customer relationship management at Thai Nguyen Construction Joint Stock Company No. 2

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Abstract: In the context of increasingly fierce competition, improving the effectiveness of customer relationship management (CRM) plays an important role in the sustainable development of Thai Nguyen Construction Joint Stock Company No. 2. This study aims to build and implement a synchronized CRM system, optimizing communication and customer care processes to enhance satisfaction and brand loyalty. Accordingly, the study applies a combination of theoretical research and empirical methods, assessing the current situation and proposing appropriate improvement solutions. The expected results will bring effective CRM management innovation, making a positive contribution to the company's business development strategy.

Keywords: CRM, customer relationship management, Thai Nguyen Construction Joint Stock Company No. 2, management information system, improving service quality