

Applying Microsoft Excel to customer management at Bao An Lighting Electrical Equipment Company Limited, Thai Nguyen Province.

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Abstract: This study aims to solve the problem of effectively managing customer information within a business. By applying statistical analysis functions and tools in Microsoft Excel, the topic proposes a Customer Relationship Management (CRM) system for Bao An Lighting Electrical Equipment Company Limited in Thai Nguyen province, helping to enhance business management capacity and improve service quality. The research methodology includes both current situation analysis and application deployment, expected to bring significant efficiency in optimizing the customer approach process.

Keywords: Microsoft Excel, customer management, CRM, local businesses, statistical analysis