

Application of CRMVIET software to support customer management at Mobifone Cao Bang province – Telecommunications service company region 5 – Branch of Mobifone Telecommunications Corporation

Trieu Thi Bien

Abstract: In the increasingly fierce competitive landscape of the telecommunications market, the adoption of CRMVIET software to enhance customer management efficiency at Mobifone Cao Binh province has become an urgent requirement. This study focuses on analyzing and deploying the CRMVIET system to support comprehensive customer management, thereby optimizing service processes and improving customer experience. Through practical research at the Mobifone Telecommunications Corporation Branch Region 5, the project aims to provide advanced technical solutions to improve service quality and strengthen Mobifone's competitive position in the future.

Keywords: CRMVIET, customer management, CRM system, telecommunications, Mobifone