

Application and development of the CRMVIET system in customer care and email marketing for the HC electronics supermarket chain - Thai Nguyen

Tran Van Luan

Abstract: This topic aims to solve the problem of improving customer relationship management (CRM) efficiency and enhancing email-marketing activities for a chain of electronics supermarkets in Thai Nguyen. Through theoretical research on CRM and Email-marketing combined with the practical application of the CRMVIET system, the topic aims to improve customer experience by capturing customer data, analyzing shopping behavior, and personalizing email campaigns. The project is expected to contribute to the development of CRM technology in the retail industry and enhance the competitiveness of the business.

Keywords: CRMVIET, customer care, email marketing, customer relationship management system, electronics supermarket chain