

Research on building a customer relationship management program for DKT Technology Joint Stock Company in Hanoi

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Abstract: In the fiercely competitive context of the technology market, this research aims to design and implement a customer relationship management (CRM) system suitable for DKT Technology Joint Stock Company. By integrating academic methods with business practice, the study will identify key factors affecting the relationship between suppliers and customers, while building an effective CRM solution to optimize customer experience. The expected results will significantly contribute to enhancing the competitiveness of DKT Company.

Keywords: Customer Relationship Management (CRM), Industrial Technology 4.0, Applied Research, DKT Technology Joint Stock Company