

Improving customer management efficiency for Dat Viet - Thai Nguyen Information Technology Joint Stock Company

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Abstract: In the context of increasingly fierce competition, improving customer relationship management (CRM) efficiency plays a crucial role in ensuring the sustainable development of enterprises. This thesis aims to build an integrated CRM system for Dat Viet - Thai Nguyen Information Technology Joint Stock Company. Through a combination of theoretical research and empirical study, the thesis will assess the current state of customer management at the company and identify areas for improvement. The expected outcome is that the application of the CRM system will help the company enhance service quality, strengthen customer relationships, and thereby boost revenue and profit.

Keywords: CRM, customer management, Information Technology, Dat Viet - Thai Nguyen, integrated system