

Improving the efficiency of customer information management at Great Global International Company Limited - Ninh Binh

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Abstract: In the increasingly competitive business environment, accurate and timely customer information management has become a decisive factor for the development of organizations. This topic aims to research and propose solutions to improve the efficiency of customer information management at Great Global International Company Limited - Ninh Binh. Through the process of data synthesis and analysis, applying modern information management technologies, the project will build a comprehensive customer information management system, thereby improving service quality and enhancing the enterprise's competitiveness. The expected result is that the application of this solution will bring significant benefits to Great Global International Company Limited - Ninh Binh in optimizing the customer information management process.

Keywords: Customer information management, Information technology, Information management system, Efficiency improvement solution, Great Global International Company Limited