

Application of DKT Management System in customer relationship management for DKT Technology Joint Stock Company - Hanoi

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Abstract: This topic aims to research and apply the DKT Management System to improve customer relationship management at DKT Technology Joint Stock Company, Hanoi. By analyzing the current situation and applying theoretical methods along with experimental implementation, the objective of the topic is to build an effective management system to optimize customer experience and enhance corporate value. Thereby, the topic hopes to contribute to the sustainable development of the information technology industry in the field of customer service.

Keywords: DKT Management System, Customer Relationship Management, DKT Technology Joint Stock Company, Applied research