

Building a customer relationship management program at PJICO Thai Nguyen Insurance Company

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Abstract: In the increasingly competitive context of the insurance market, building a customer relationship management (CRM) program at PJICO Thai Nguyen Insurance Company has become extremely necessary. The objective of this topic is to develop and implement a CRM system to enhance customer care efficiency, strengthen the connection between the company and its customers, and optimize service processes. The research method is based on integrating customer relationship management theory with practical experiments during the CRM application implementation process at the enterprise. The topic is expected to bring significant contributions to the business operations of PJICO Thai Nguyen and provide a valuable theoretical foundation for other insurance organizations.

Keywords: Customer relationship management, Insurance company, CRM system