

Building a customer relationship management program at Vietnam Simulation Technology Investment and Development Joint Stock Company

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Abstract: In the increasingly competitive business context, building a Customer Relationship Management (CRM) system is essential to optimize services and drive revenue growth. This topic focuses on researching and implementing a CRM solution suitable for Vietnam Simulation Technology Investment and Development Joint Stock Company, thereby enhancing customer management efficiency through data integration, behavior analysis, and high-quality service delivery. The research methodology combines a theoretical approach from CRM with empirical methods based on the enterprise's requirements. The expected outcome of this topic is an effective CRM system that will significantly contribute to improving business operations.

Keywords: CRM, customer relationship management, information technology, data analysis, revenue growth