

Research and development of a customer relationship management program at DTK Technology Joint Stock Company - Hanoi

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Abstract: In the context of fierce market competition today, customer relationship management (CRM) has become a decisive factor for the sustainable development of enterprises. This topic aims to build a CRM system suitable for DTK Technology Joint Stock Company - Hanoi, through theoretical research and experimental implementation. The approach includes analyzing actual needs, identifying customer characteristics, and designing optimal technical solutions. The expected results will bring improvements in service performance, enhance customer satisfaction, and strengthen the company's customer relationship management capabilities.

Keywords: Customer Relationship Management (CRM), Information Technology, Enterprise Management System