

Research on developing a customer relationship management system at VNPT Thai Nguyen - Thai Nguyen Province

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Abstract: This topic aims to research and develop a Customer Relationship Management (CRM) system for Thai Nguyen Telecommunications One Member Limited Liability Company (VNPT Thai Nguyen). The context for selecting this topic is based on the need to realize digital services to enhance customer experience. The objective of the research is to build and deploy a CRM system to optimize customer management, increase business efficiency, and meet the increasingly diverse demands for information services. The methodology combines theoretical research with experimentation to ensure the feasibility of the solution. It is expected that the deployment of the CRM system will bring significant contributions to the business operations of VNPT Thai Nguyen and promote the development of the local information technology industry.

Keywords: CRM, Customer Management, Telecommunications, Information Technology