

Solution to increase telecommunications service revenue using customer relationship management software at Thai Nguyen Telecommunications

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Abstract: In the context of fierce competition in the telecommunications market, optimizing customer relationship management (CRM) has become an essential requirement to increase revenue. This topic aims to build and deploy a software-based CRM solution to meet the needs of improving service quality and business efficiency of Thai Nguyen Telecommunications. Through theoretical and experimental research, the topic will identify key factors affecting customer relationships and propose technical solutions to optimize customer interaction processes. The expected results will bring significant improvements in customer management performance and increase revenue for the company.

Keywords: CRM solution, Revenue growth, Thai Nguyen Telecommunications, Customer relationship management software