

Building a customer relationship management program at Quang Ninh province post office.

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Abstract: This topic aims to research and build a customer relationship management program suitable for Quang Ninh province's post office. The practical context shows that improving service quality through enhancing customer relationships is necessary to compete effectively in the information technology and telecommunications industry. The objective of the topic is to build a customer relationship management (CRM) solution to optimize communication processes, collect customer data, and provide services according to their requirements. The research method includes synthesizing modern CRM models combined with practical analysis at Quang Ninh province's post office to identify key factors that need to be implemented. The expected result will be an effective CRM system, enhancing customer experience and strengthening the enterprise's competitive position.

Keywords: customer relationship management, post office, information technology, CRM, Quang Ninh