

# **Research and implement some key functions for the customer relationship management program at FPT Software Company - Hanoi**

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**Abstract:** In the context of customer relationship management (CRM) developing strongly, this topic aims to research and implement basic functions for a CRM system at FPT Software Company - Hanoi. The goal is to build an effective platform to support the collection, management, and analysis of customer information. Through a combination of theoretical and experimental methods, the topic will provide solutions to improve service quality and strengthen the relationship between the company and its customers. The expected result is to improve business performance and create sustainable value for FPT Software Company - Hanoi.

**Keywords:** Customer Relationship Management, CRM, FPT Software, Applied Research, Information Technology