

Analysis of the design of a customer relationship management information system at Thai Ninh safe tea production enterprise, Phu Luong, Thai Nguyen.

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Abstract: This study presents the analysis and design of a Customer Relationship Management (CRM) information system for Thai Ninh Safe Tea Production Enterprise in Phu Luong, Thai Nguyen. The research identifies critical challenges in the enterprise's current customer management, including fragmented data storage, inefficient communication tracking, and a lack of systematic tools for customer segmentation and after-sales service. Employing a structured systems analysis and design methodology, the study utilizes business process modeling, use case diagrams, and data flow diagrams to map existing workflows and propose a tailored digital solution. The proposed system integrates core CRM modules for contact management, order history, feedback collection, and promotional campaign tracking, specifically adapted to the operational scale and resource constraints of a small-to-medium tea producer. The findings demonstrate that a customized CRM system can significantly enhance customer retention, streamline order processing, and provide actionable insights for targeted marketing. This research offers a practical framework for similar agricultural enterprises seeking to leverage information technology for competitive advantage in the Vietnamese tea market.

Keywords: information system, customer relationship management, tea manufacturing enterprise, analysis and design