

Building customer care software

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Abstract: This topic aims to research and develop a customer relationship management (CRM) software system with the goal of optimizing a business's customer service processes. By integrating advanced technologies, the system is designed to collect and analyze customer data and provide personalized solutions to enhance customer satisfaction and loyalty. The research methodology includes an overview of modern CRM along with practical implementation in a sample business organization. The expected results will contribute to improving customer management processes, thereby enhancing operational efficiency and increasing profitability for the business.

Keywords: CRM, Customer care software, Customer data analysis, Service process optimization, System performance evaluation