

Building customer relationship management software on the Android operating system for real estate brokerage offices.

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Abstract: This topic focuses on building a mobile application based on the Android platform to address the issue of customer relationship management in real estate brokerage offices. The objective of the research is to develop and deploy an intelligent management system that improves communication efficiency and service delivery to customers. The research methodology includes synthesizing knowledge from the fields of customer management and mobile technology, combined with the process of designing and developing an experimental application. The expected results will significantly contribute to improving workflow processes in real estate brokerage offices, enhancing the experience for both brokers and customers.

Keywords: Customer relationship management, Android software, real estate brokerage, mobile application, information management