

Research on the application of Microsoft Dynamics CRM customer management system at Vietnam Tobacco Corporation.

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Abstract: This research aims to evaluate and apply the Microsoft Dynamics Customer Relationship Management (CRM) system in practice at the Vietnam Tobacco Corporation. Through analyzing the current situation, the article identifies specific CRM needs and proposes solutions to optimize the customer service process. Using a combination of theoretical research and empirical methods, the study's objective is to enhance customer management efficiency and improve customer service quality. The expected results will provide useful information to support the Vietnam Tobacco Corporation in its customer management reform process.

Keywords: CRM system, Microsoft Dynamics, Customer management, Vietnam Tobacco Corporation, Applied research