

Customer relationship management (CRM) business solution for TIC Investment and Trading Joint Stock Company (tic.vn)

Tran Cong Tinh

Abstract: This topic aims to explore the necessity of customer relationship management (CRM) in the context of fierce competition in the investment and trading market. The main objective is to build an effective CRM solution for TIC Investment and Trading Joint Stock Company. The research method combines theoretical analysis of CRM with experimentation to implement the application. It is expected that the adoption of a CRM system will improve customer service quality, optimize business processes, and thereby enhance the company's competitive position.

Keywords: CRM, Customer Relationship Management, Investment and Trade Business, Information Technology, Enhancing Competitiveness