

Building a customer relationship management system at iPMAC Information Technology Joint Stock Company.

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Abstract: In the increasingly competitive business environment, building a Customer Relationship Management (CRM) system has become an indispensable requirement to enhance service efficiency and strengthen customer loyalty. This study aims to develop a CRM solution that optimizes the business operations of iPMAC Information Technology Joint Stock Company. Through a combination of theoretical research and empirical analysis, the study proposes key features and implementation strategies for a CRM system tailored to the enterprise's characteristics. The expected results will provide an effective customer management platform while contributing to the development of the information technology industry in Vietnam.

Keywords: CRM system, customer relationship management, iPMAC company