

Building a customer relationship management program at Delta Vietnam Trading and Manufacturing Joint Stock Company.

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Abstract: This topic aims to research and implement a customer relationship management (CRM) solution in the context of the operations of Delta Vietnam Trading and Manufacturing Joint Stock Company. The reason for choosing this topic stems from the necessity of optimizing customer service processes. The main objective is to build a CRM system that helps the company manage customer information, analyze needs, and provide more effective personalized services. The research methodology includes both theoretical and empirical approaches, with a survey of the current situation at the company and a trial implementation of the solution in a real environment. The expected results will enhance the company's competitiveness through improved customer service quality.

Keywords: Customer Relationship Management (CRM), Joint Stock Trading Company, Applied Research