

Enhancing sales workforce management at VNPT - Ha Giang Business Center on the VNPT HRM system

Le Thanh Ha

Abstract: This study examines strategies to enhance sales human resource management at the VNPT-Ha Giang Business Center through the VNPT HRM system. Despite the implementation of a centralized HRM platform, the Center faces persistent challenges in sales force optimization, including inadequate performance metrics, low employee engagement, and inefficient talent development processes. Employing a mixed-methods approach combining quantitative surveys of 120 sales staff and qualitative interviews with 15 managers, the research identifies critical gaps between system capabilities and actual HR practices. Findings reveal that while VNPT HRM provides robust data collection functions, its utilization for strategic decision-making in recruitment, training, and performance evaluation remains limited. Key barriers include insufficient managerial digital literacy, misalignment between system features and sales-specific needs, and weak integration of HR analytics into daily operations. The study proposes a tailored framework incorporating automated performance dashboards, competency-based training modules, and real-time feedback mechanisms within the existing system. These recommendations aim to transform VNPT HRM from a passive record-keeping tool into an active driver of sales force productivity, ultimately improving business outcomes in Ha Giang's competitive telecommunications market.

Keywords: Sales human resource management, VNPT HRM, VNPT Business Center - Ha Giang, improving efficiency