

Research and development of a customer management information system model in telecommunications service business activities at VNPT Vi Xuyen - Ha Giang

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Abstract: This study focuses on the development of a Customer Relationship Management (CRM) information system model tailored to the telecommunications service operations of VNPT Vi Xuyen in Ha Giang province. Recognizing the critical role of customer data management in enhancing service quality and competitiveness, the research identifies specific limitations in the current manual and fragmented processes, including data redundancy, slow response times, and inadequate customer insight. The study proposes a systematic model integrating database management, customer segmentation, and service tracking functionalities. Employing a design science research methodology, the model was developed based on an analysis of operational workflows and user requirements. The findings demonstrate that the proposed system significantly improves data accuracy, streamlines customer service processes, and supports strategic decision-making. This research contributes a practical framework for modernizing customer management in regional telecommunications enterprises, offering a scalable solution that can be adapted to similar contexts within the industry.

Keywords: customer management information system, VNPT, telecommunications services, business development