

Research and development of an information system to support internet and MyTV customers of VNPT Vinaphone

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Abstract: This study focuses on the research and development of an information system to support customer service for the internet and MyTV television services provided by VNPT Vinaphone. Recognizing the increasing demand for efficient and responsive technical support, the research identifies critical bottlenecks in the existing customer service workflow, including long resolution times and fragmented data management. The proposed system integrates a centralized database with a modular architecture, incorporating a ticket management module, a knowledge base for common issues, and a real-time status tracking interface. The development process followed a structured methodology, from requirement analysis and system design to implementation and testing. Evaluation results demonstrate a significant reduction in average problem resolution time and an improvement in customer satisfaction scores. The findings confirm that a tailored information system can effectively streamline support operations, enhance agent productivity, and provide a more transparent service experience for end-users. This work offers a practical framework for telecommunications providers seeking to modernize their customer support infrastructure.

Keywords: information system, customer support, internet, MyTV television