

Analysis of factors affecting the implementation of customer relationship management system at 2WE Technology and Communication Company Limited

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Abstract: This study analyzes the factors influencing the implementation of Customer Relationship Management (CRM) systems at 2WE Technology and Communication Company Limited. Employing a mixed-methods approach, the research integrates quantitative surveys with qualitative interviews to examine critical success factors. The findings identify that top management support, data quality, user training, and organizational culture are the primary determinants of successful CRM deployment. Conversely, inadequate technological infrastructure and resistance to change emerged as significant barriers. The results underscore that technical readiness alone is insufficient; strategic alignment between business processes and CRM objectives is essential. This research provides actionable insights for SMEs in the technology and communication sector, highlighting the necessity of a holistic implementation strategy that addresses both human and technical dimensions. The study contributes to the existing literature by offering empirical evidence from a Vietnamese enterprise context, thereby extending the understanding of CRM adoption challenges in emerging markets.

Keywords: CRM implementation, influencing factors, 2WE Technology, customer relationship management