



International Journal of Multidisciplinary Research and Growth Evaluation



International Journal of Multidisciplinary Research and Growth Evaluation

ISSN: 2582-7138

Received: 03-05-2021; Accepted: 23-05-2021

www.allmultidisciplinaryjournal.com

Volume 2; Issue 3; May-June 2021; Page No. 541-549

Customer care and customer relationship maintenance at Hung Think Property Group in Vietnam

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Abstract

CRM is viewed as a strategic software used to learn more about customer needs and behaviors in order to develop stronger relationships with its customers. Good customer relationships are central to business success. One of the problems of CRM is implementing the CRM system accordingly, combining it with existing information systems and, most importantly, accepting it by consumers and users. For Hung Think Corporation to be successful in business as

it is today is the process and thanks to the CRM system. Through research data, collect articles to find out the factors that help Hung Think CRM system work towards business success in different real estate projects of the group, and also find defects and shortcomings in CRM system of Hung Think as well as CRM systems of other real estate businesses to overcome.

Keywords: Customer Relationship, Hung Think Corporation, CRM

1. Introduction

Overview of the research problem

Hung Think is a corporation established and developed with 18 years of experience in the field of real estate. With the right strategy and right management thinking along with the spirit of solidarity and efforts of the whole company, Hung Think brand is increasingly firmly asserted in the market and constantly developing into a real estate company. Prestigious products in the southern market in particular and the country in general. One of the reasons to bring Hung Think to its current position is to create a good relationship with customers in a professional manner. Thereby creating real estate products to meet the diverse needs of the market; at the same time, orienting the business strategy for sustainable development to bring the highest trust and satisfaction to Partners and Customers. Customers are the most important factor in business. They are the key to the profitability, attraction and reputation of a business. No company can survive without maintaining relationships with customers and this is a difficult problem how to keep customers coming back to you? Learning how to meet their needs and wants, and performing basic customer service are the first steps in retaining customers.

Urgency of the research problem

Real estate business is a competition of trust and customer experience. Brokers need to understand customers, find ways to keep in touch and create lasting relationships, always ready to provide professional, attentive and fast support. The company that wins the attention and loyalty of customers, that company will win and grow. Customer-oriented business strategy is becoming the most important strategy of companies today. Therefore, building a customer relationship management system is very important for the survival of the company. Because building a perfect relationship between customers and the company will create lasting relationships with the company's existing customer groups as well as potential customer groups. From there, best satisfy the needs of customers and at the same time increase profits for the company.

Objectives of the topic

- Clarifying the theory of customer relationship management, the process of building customer relationship management at Hung Think company.
- Discuss how to overcome the weaknesses of the CRM system at Hung Think Group's projects to propose a more complete customer relationship management system in the future.

2. Rationale

2.1 Overview of the CRM system

CRM stands for Customer Relationship Management. It is the strategy of companies in developing close relationships with customers through research, thoroughly understanding the needs and habits of customers, approaching and communicating with customers systematically and effectively, manage customer information such as account information, needs, and contact in order to better serve customers.

Features of CRM

CRM is a "method" because it's a way of finding, organizing, and processing customer relationships. It can also be said that CRM is a strategy, because it includes a clear and detailed plan. Indeed, the CRM strategy can be considered as the basic strategy for all other strategies of the organization. Any organizational strategy that is not responsive to the creation, maintenance, and expansion of relationships with the organization's target customers is considered unsatisfactory for the organization.

Second, CRM is a "holistic" approach because CRM is not exclusively for sales and marketing activities, nor is it primarily responsible for the customer service department in the organization or the IT department. Each department corresponding to each specific function in the company is related to the CRM strategy. In other words, CRM is a strategy or method that is devised and implemented that is relevant to all departments and divisions of the company. In case the CRM is not related to a certain department, for example, the IT department, the quality of customer relations will be reduced. Likewise, when any part of the organization is outside the CRM plan, the organization will face great risk in the process of implementing its customer relationship management.

Third, we talk about the phrase "create, maintain and extend". This means that CRM is concerned with the entire life cycle and buying behavior of a customer (before-during-and after purchase), as well as closely linked to the organization's business processes (marketing). –Business–and after-sales care). When you implement a CRM strategy you must obtain and analyze data about your target customers and their purchasing behavior. From this source of quality information, you can better understand and predict the buying behavior of your customers.

Purpose of CRM

CRM originated from ideas to help businesses use the resources (human and technological) to fully understand the attitudes and habits of customers and evaluate the value of each customer segment separately Thanks to the support with the effective help of CRM, businesses can:

- Provide customers with the best products, services and experiences.
- Search and bring in many new customers, potential customers.
- Simplify the marketing and sales process.
- Help the sales department to work and close the sale quickly and effectively.
- Customer care department can limit negative feedback, increase positive feedback.
- Help the 3 departments of Marketing, Sales and Support to work together effectively.
- Help increase revenue for businesses from loyal customer groups.
- Deepen the brand image through texting activities to send wishes on special occasions such as birthdays,

holidays...

Role of customer relationship management

▪ For customers

1. CRM also plays an extremely important role when ready to take care of customers with the best services offered based on customers' preferences and desires. Contribute to promoting long-term relationships between customers and businesses, helping customers better understand the business.
2. Your old customers feel that they are seriously interested in what is related to their requirements and purposes such as: Date of Birth, Interests, Needs...

▪ For business

1. Businesses can store information about their customers, this information is always necessary for a business to conduct analysis and thereby find business opportunities with customers.
2. CRM helps businesses retain customers and improve customer loyalty.
3. CRM helps businesses manage customers, listen to customers' opinions, easily manage the business situation and development of the business in the past, present and predict the future.
4. Help businesses promote products and brands quickly, easily and cost-effectively. CRM is a tool to help businesses manage their sales staff in the most effective and focused way.
5. Reduce costs - Increase profits.
6. Minimize other application software that overlaps and is inconsistent, causing difficulties in use and investment costs.

▪ For Managers

1. Help businesses promote products and brands quickly, easily and cost-effectively. CRM is a tool to help businesses manage their sales staff in the most effective and focused way.
2. Help businesses compare business situation from the past to present and predict the future. Enterprises can easily detect potential difficulties and risks to promptly offer appropriate solutions.
3. CRM also helps businesses evaluate the business situation and work efficiency of each employee.
4. Set up, manage and track all campaign information for the most effective.

▪ For sales staff

1. CRM is also a very ideal working environment, CRM creates a much focused working environment and good sharing of information based on stored customer data.
2. CRM allows employees to manage time and work effectively, and helps employees manage and understand the information of each potential customer and customer so that they can contact and take care of them in a timely manner to create a reputation. Customers and retain long-term customers.
3. Reduce confusion - Increase efficiency.
4. Reduce working hours - increase happiness
5. CRM helps to arrange and schedule work to avoid duplication of time
6. CRM allows management and tracking of phone calls in the company, helps to plan at what time to call who, how long to call and whether you have made or forgotten...

2.2 The role of CRM systems in the business strategy of real estate developers

Each developer of real estate projects often manages many projects, manages many lead campaigns and manages many leads for each project, so managing it scientifically. Learning all these issues to be able to do more selling, cross-selling is not a small problem.

Customers tend to perform a series of activities with project developers before they actually buy or rent the desired property, which is why real estate sellers and businesses need to store all these relationships and the interaction process between the two parties to ensure the most closed monitoring and create the most favorable conditions for buyers and sellers.

In a playground like today's real estate market, you can't miss the opportunity to work with clients to increase profits and build brands. To cope with today's challenges, real estate companies rely on CRM for its useful features.

Real estate CRM helps businesses capture customer information better

Through real estate CRM, the staff will capture customer information in a better way. From there, the customer service staff can choose and provide the right services for each customer. Moreover, based on the understanding of the best sales channels and the buying journey of potential customers, the Marketing department can also build marketing campaigns tailored to each customer.

Real estate CRM helps improve work productivity

Instead of having to assign tasks in the traditional way is to use excel and remind employees to complete work by mobile phone like before. Now, thanks to a real estate CRM, information and jobs are organized into a single database, accessible from multiple platforms and locations, with quick and easy retrieval of information. Thus, the workload is properly controlled and allocated to each employee.

Real estate CRM helps improve customer relationship

Understand, respond and delight customers through capturing customer information on real estate CRM. For this field, customers will have to spend a large amount of capital, so they need quick and timely responses to their problems and questions. Surveys show that 80% of customers expect a response within 1 hour. The ability to respond quickly is a necessity, it helps real estate businesses to create trust and sympathy in customers, building credibility for the business. In this case, the real estate CRM assists you in sending direct messages to customers when they are trying to contact you, as well as reminding you of customer problems.

Boosting revenue

A real estate CRM system helps to build a lead marketing strategy, thereby boosting the sales of the companies. According to the survey, businesses using CRM will increase sales by 37%.

2.3 Features of CRM system for real estate development companies

Customer-oriented: CRM provides a comprehensive view of each customer, through which it is possible to classify customers into groups with different criteria, and define separate policies for each of those customer groups. With CRM you can know when a customer has purchased from you, how much money has been spent to buy your goods, whether they are satisfied with your products and services, whether they want and need. CRM will establish communication channels with customers such as email, phone calls, and reminders of customer anniversaries as well

as provide tools for you to control the execution of the department. Business, from which your customers will always receive the best care, the best satisfaction.

Automation of business processes: CRM is not just logging information about clients but also serves as writer fu g trading your online. With the features of a collaborative working system, CRM helps to quickly organize the online sales department, create sales teams with work assignment and maximum control for each group, each salesperson right on the system.

Diverse features: CRM provides you with diverse features from internal management such as organization of sales departments, products, suppliers to detailed management of information about customers, contracts. VND, products, partners, revenue/cost estimates, business results statistics.

Maximum simplification: CRM is designed towards maximum simplification, applying the latest technologies so that information technology is really a useful tool, not a burden for businesses or increasing the company's technology. Make the most of your time with your customers – that's the design criterion of CRM.

Professionalism: The application of CRM in management will affirm and further enhance the professional working environment of each enterprise, thereby contributing to improving the company's reputation and position before customers and the government and its employees.

Flexible deployment: CRM is a web-based application so you can install it on the internet for access anywhere, anytime. CRM can also be installed in the internal network of the enterprise to achieve maximum access speed.

Five effective CRM software for real estate that converts leads into customers, and helps your real estate business grow.

▪ Top Producer

Top Producer is considered to be the leading CRM among all existing CRMs for the real estate segment. The reason for this position is because this CRM is always updated with features for the convenience of users. It has many built-in apps with multiple sources of lead capture.

Advantages

1. Low price
2. There are many good features, useful for users

Disadvantages

1. Outdated user interface: The interface and presentation of this CRM is quite outdated, not as eye-catching as many other CRMs.
2. Integrating many features: This is both the pros and cons of this CRM. For those who are strong in technology, it will be convenient because there are many features to use; however for many others it will take time to understand how it works.

▪ Followup Boss

Followup Boss is the right CRM for the real estate industry because its platform helps distribute information to teams to quickly contact potential customers. This CRM has notified in writing via email to the broker responsible for the different socio customers meters that feature. One of the strengths of Followup Boss is that you can see which channels your

customers come from. It can also let you instantly call, text and find potential customers via social networks. Customer engagement is essential in the real estate industry.

Advantages

1. Help relevant teams quickly contact potential customers to turn into customers
2. Find out where customers come to you from, through which channels

Disadvantages

1. High price
2. Team-targeting features: Followup Boss is designed for multiple groups to work together, not individually or individually.

▪ Hubspot

Is a high quality but completely free CRM suitable for small and medium businesses? You just need to register for a Hubspot account to use it.

Advantages

1. All free
2. Has the basic functions of CRM, high quality

Disadvantages

1. This is not a CRM designed specifically for the real estate industry, so it lacks some real estate related features.

▪ Contactually

Is a CRM that easily and directly manage customer information? Contactually has only been on the market for a few years, but it has quickly grown to become one of the most effective CRMs for the real estate industry. CRM is designed to be simple to make it easy for everyone to use. This CRM helps you increase customer conversions in real estate. As long as you put all customer information in the same group, it will only tell you which customers regularly interact with you and vice versa. The features of this CRM will hide many features to keep you from being overwhelmed by a flood of information, to focus on completing contact with important customers.

▪ Wise Agent

With its user-friendly interface, Wise Agent is a CRM for all real estate professionals. The feature of this CRM is that it is easy to use. Wise Agent is designed specifically for the real estate industry, so you'll find it easy to use because the features you need to manage are already in this CRM. In addition, it will introduce you to many other features that a real estate agent needs to run their business. If you want to integrate email, calendar, and other tasks into one place to manage, then Wise Agent should not be overlooked. The advantage of CRM is its low cost. CRM may still be new to many Vietnamese companies in general and real estate companies in particular, but it has been used by many countries around the world for a long time and achieved success.

2.4 Research on CRM at home and abroad

2.4.1 Foreign studies

Russell S. Winner (2001), "A Framework for Customer Relationship Management", California Management Review, Vol. 43, No 4, p. 89-105, USA. The article has clearly stated the necessity and benefits of applying CRM in businesses and since then the author has proposed a CRM model consisting

of 7 steps as follows: Database building - Analysis - Selection Target customers – Tools to target customers – Customer relationship marketing – Engagement – Measurement.

Michael J. Cunningham (2002), Customer Relationship Management. The content of the book consists of 10 parts with useful information on CRM concepts, the evolution of CRM, the determinants and 10-step process to effectively operate CRM activities in the enterprise. Through the book, the author also helps readers understand all the important techniques, experiences, and secrets to building customer relationship management from success stories in applying CRM to business activities. Business of the enterprise.

Roya Rahimi, Mehmet Ali Köseoglu, Ayse Begum Ersoy, Fevzi Okumus (2017), "Customer relationship management research in tourism and hospitality: a state-of-the-art", Tourism Review, Vol. 72 Issue: 2, p. 209-220. The research was built through the collection and study of articles from 14 leading tourism and hospitality journals and systematized according to specific timelines. Thereby, the author gains an in-depth understanding of the progressive evolution of CRM based on selected topics. The study made an assessment of the importance of developing customer relationship management in the hotel sector. The author points out that CRM has an important role in business activities, contributing to increase customer satisfaction and retention, especially in the service industry - industry.

2.4.2 Domestic research

Nguyen Van Dung (2007): Customer relationship management is not only a system or a technology but also a way of life. Today, as the Internet advances, customer relationship management still maintains the old-fashioned way of communicating even if the buyer and seller have never shaken hands. Customer relationship management today uses information technology systems to capture and track customer needs. And today's systems management is the unification of that thinking in all parts of the organization so that everyone knows their customers like they know themselves. This book will help readers gain insight into customer relationship management. Select and implement a customer relationship management strategy, leveraging the potential power of customer relationship management to reduce conflicts with customers and maintain relationships in the event that conflicts arise.

Truong Dinh Chien (editor) (2009), Customer Relationship Management, with the following main contents: The nature of customer relationship management; Customer service in customer relationship management; Customer relationship management strategy; Administration and sharing of customer database; Customer relationship management via the Internet; Manage conflicts and maintain customer satisfaction.

Nguyen Thanh Binh (2011), Customer Relationship Management (CRM) at Vietnamese export enterprises, ministerial-level scientific project, Foreign Trade University. The topic focuses on building a basic theoretical system of CRM on the basis of which describes and evaluates the current status of CRM implementation activities in Vietnamese export enterprises for the purpose of proposing solutions to enhance the application of CRM. Use this tool in businesses to serve business activities, promote exports and maintain and expand markets for businesses through sustainable relationships with customers.

The above documents show that: Customer relationship management is a strategy to attract and maintain customer development by focusing the enterprise's resources on providing products and customer care services. Or CRM is a

process that includes the totality of activities involved in building and maintaining relationships with customers that can bring profit to the business by providing them with value and service for better satisfaction. In the current business situation, CRM is bringing efficiency and great benefits to businesses.

3. Research methods

3.1 Sources and methods of data collection

▪ Secondary data collection method

- Internal reports, records and data related to the group's business activities: financial statements for the years 2017, 2018, 2019, annual reports for 2017, 2018, 2019 customer data information and other relevant reports.
- External data such as documents, research results, information from research centers, departments, newspapers, magazines...

▪ Methods of primary data collection

In order to collect primary data and evaluate the results of corporate governance activities, this study uses primary information survey methods through the use of questionnaires that are supported to evaluate the effectiveness of corporate governance. From 30 employees of different departments of the corporation and a set of in-depth interview questions by the author to randomly survey 30 customers during the working process. The questionnaire and in-depth interview questions were built by the author based on the author's orientation for the purpose of information extraction.

3.2 Research process

CRM Operation Process

The operation of CRM is a closed circle going through 5 points, the center of which is the customer.

▪ CRM Sales

Sales consulting is the core task in CRM, the activities implemented include: transactions, emails, quotes, appointment scheduling, contracts, sales, collection...

▪ CRM Marketing

Approach customers to promote products, followed by convincing customers to continue using services and products for the next time.

▪ CRM Service

The next task of businesses when customers choose and use their products/services is to take care of customers: send messages, emails congratulating big holidays, give gifts to customers...

▪ CRM Analysis

Based on the database containing customer information, you can classify customer groups: potential or customers who have been using your products/services, age, region, industry. Marketing will have appropriate promotional outreach campaigns, Sales know how to advise and persuade customers, support knows how to solve problems for customers.

▪ CRM Collaborative

By integrating phone, email, sms, website, fax. CRM helps businesses to interact with customers quickly through channels: phone, email, fax, social network. Effective CRM software for the real estate sector. CRM can go buy the appropriate software and install it into the system; or you can build it yourself (in case your company has a good IT team and talented managers).

▪ Typical data that a CRM project needs to collect include

1. Reaction of partner customers to promotional campaigns and promotions

2. Date of order fulfillment and shipping
3. Data on purchases and sales
4. Customer account information
5. Web registration data
6. Support and service records
7. Demographic data
8. Data on online sales

4. Research results and discussions

4.1 Features of CRM system at Hung Think Group projects

The projects of Hung Think Group always win the hearts of home buyers, because this place fully converges with ideal living conditions, worthy of a peaceful residence for people. Features of the CRM system of Hung Think Corporation - Green living space: One of the criteria to evaluate the quality of urban life is the Green space. Not only green parks, but the apartments here are also optimally designed to bring natural light and nature into each room. Thus, residents of this apartment complex will enjoy a fresh life in the midst of a bustling city

With a 24-hour surveillance camera system along with the guards taking turns guarding around the clock, the safety of residents is always absolutely guaranteed. But what makes regional security is appreciated is the civilized way of life, a sense of mutual respect and respect a voluntary general provisions of the people. The last feature of Hung Think apartments attracting the attention of buyers today is high liquidity. In particular, real estate transactions here are always exciting and show no sign of cooling down. Besides, real estate with investment value is well preserved, thus attracting a large number of foreigners to buy at apartment projects in Hung Think for long-term settlement. Focus on many existing utilities: Most real estate projects now have a utility system to serve the living needs of residents. But with Hung Think focusing on more existing facilities, such as: a heart hospital, a hospital consisting of a team of multilingual doctors with leading medical ethics standards in Vietnam. Also, the longer you live here are enjoying practicing sports services center with tar including Women's Health, the California Fitness & Yoga Center, FIT24 and Yofi Club. The most special is Saigon Sport Club, which is designed as a complex sports area including mixed martial arts cage, boxing ring, body pump classes and 25m swimming pool and relaxation bar.

4.2 Strengths and weaknesses of CRM system at Hung Think Group projects

Strengths

Enhance customer experience and improve customer service: by building a professional image with every customer contact. Thanks to the CRM system applied by Hung Think, consultants can access each customer's profile and product information. The capture of information quickly and accurately both satisfies customers and shows them a professional consulting style.

Planning business strategies faster and easier: CRM helps to analyze and learn about consumer needs, tastes, and buying behavior. This helps Hung Think promote better marketing campaigns, build an effective image.

Store data, information about customer needs and powerful support for marketing campaigns: CRM software brings results such as the process of storing and using a lot of information about customers, sales, marketing and market trends.

Customer relationship management helps Hung Think know the number of its current customers and potential future

customers. From there, you can compare with competitors and know your competitors in the market.

CRM software is designed to help Hung Think collect and organize customer interaction data. Thereby, allowing Hung Think to measure employee performance by identifying their strengths and weaknesses through call analysis tools.

Save time and resources and help eliminate business inefficiencies: now you don't need to work with dozens of individual data files anymore. All customer information is integrated on the software system and can be quickly looked up and used after just a few mouse clicks. The time saved can be allocated to other tasks.

Weaknesses

It takes time and costs to deploy the system: the application of a completely new working method will cost a lot and it will take a lot of time to stabilize the business operation.

Difficulty in implementing, changing traditional working culture. Because not only an individual need to change the way they work, but the whole business. As people get used to the traditional way of working, the transition to a new way is a challenge that not everyone can quickly adapt to.

There may be many possibilities, you will see that the needs and conditions of the departments are very different, so what is needed to smoothly deploy CRM in each department. From there, the role of management Administrators must be able to reconcile those conflicts, meet the basic conditions, which may be different, of the departments, but still ensure the unified CRM system throughout the enterprise.

4.4 Promotion and exploitation of the strengths of the CRM system at Hung Think Corporation's projects

CRM is the entire process of collecting, synthesizing and analyzing information about customers, sales, effectiveness of marketing efforts, and the company's ability to adapt to market trends in order to The aim is to improve the efficiency of business operations, bring the highest profit for the company. The core of a CRM is a system of aggregated customer databases collected by different parts of the company.

CRM has been exploited and effectively utilized by Hung Think in promoting long-term relationships between customers and Hung Think. Through CRM, customers can better understand Hung Think, their needs and preferences in choosing suitable products.

CRM has helped Hung Think Corporation understand information about customers such as tastes, age, needs, customer feedback. Thereby, Hung Think has created an integrated and highly connected effect with customers, the ultimate goal is to serve customers quickly and effectively. Equipping each employee with an ipad helps customers to be taken care of in the most efficient and fastest way.

With the diversity of customers, markets, customer behavior, time, sense of value. CRM meets these changes that Hung Think needs in caring for customers, adding valuable value. Customers with special products and services. CRM also allows customers to feel more valuable even when they are less concerned with price, easier contact, more friendly when learning about Hung Think. Thereby, reducing service costs, increasing productivity and enthusiasm of staff when serving.

Through CRM, Hung Think will realize how high customer loyalty is as well as adjust products and services to create loyalty. In addition, it is also possible to measure the quality of its after-sales services, the ability to resolve complaints or meet the needs of customers or not?

On the management level. CRM provides many support tools such as: statistics, analysis and business assessment quickly, convenient in comparing the business situation from the past to the present and can predict for the future. Easily detect potential difficulties and risks to promptly provide appropriate treatment solutions. The assessment of the business situation and the performance of employees can also be done through CRM. Employees at Hung Think can manage time and work effectively, the management and understanding of customer information so that they can contact and take care of customers to create a reputation is also supported by CRM.

4.5 Overcoming the weaknesses of the CRM system at Hung Think Corporation's projects

From the first months of this year, it is generally different from the previous year when both the supply and demand for real estate are not high, it is difficult to close transactions while the source of sale is not diversified, the selling price is high, investors no financial surplus. The real estate market almost froze in the first months of that year, the situation of the Covid-19 epidemic was complicated.

The Covid-19 epidemic has forced many real estate brokerage companies to reduce the number of brokerage staff to balance financial resources. Besides, there are also many brokers who actively quit their jobs to look for another job when the market is difficult. Brokerage businesses with little experience, meager capital, and income mainly come from brokerage commissions of the investor's projects, so every time an incident occurs, almost the revenue of these companies are all significantly reduced. In addition, the fixed costs are too large such as premises, personnel, marketing, operating fees and interest fees for purchasing business equipment, etc., making these companies stand still and even go bankrupt because they do not afford the expenses in the time when there is no source of income.

Although in Vietnam, there have been initial steps to prevent the spread of Covid-19 in the community, it does not mean that the epidemic is over. Many passengers are still afraid of spreading the Covid-19 epidemic, so they do not dare to risk going to transaction offices or spending money on valuable assets such as real estate in the current period. While the specificity of the real estate brokerage industry is to directly meet and contact to advice customers about products. Therefore, buying and selling transactions during this time also seem to have slowed down due to the Covid-19 epidemic. Statistics show that the number of buyers is decreasing because the epidemic situation shows no sign of stopping.

Currently, businesses cannot directly contact customers to advice and support customers due to the epidemic. Instead, business owners can maintain customer relationships through online channels. Support as well as cooperate to find new customers for the company. Because currently online sales, advertising and marketing channels are really playing an important role in this Covid-19 epidemic. Enterprises and companies that make the most of the top main resources through online channels is one of the top solutions that Hung Think Group in general and other real estate companies in particular choose.

Besides, Hung Think Corporation also chooses a CRM system in customer care. But in addition to some strengths, there are still some weaknesses of the system. In order to overcome these weaknesses, the following issues are proposed.

- Perfected system customer base sufficiently precise, modern information technology to quickly grasp

customer needs.

- Improve the quality to satisfy customer needs when using the service.
- Create value in relationships, improve service quality for customers. There are difficult customers who need to have a customer classification system for better care and maintenance.
- Collect customer information through many other forms.
- Regular market analysis.
- Store and promptly respond to customer information. Store classified information important from customers.
- Keep track of customer requests.

5. Conclusions and recommendations

5.1 Conclusions

Customer care service of Hung Think Group. Today, in the trend of opening up to international integration, competition will be increasingly fierce. Quality, price and customer service are key issues for all Vietnamese businesses. When each company enters the market, they choose their own direction, how to position their product brand in the customer's mind. A very important factor besides quality those products are customer services. With the customer care system of Hung Think Corporation, by its own ways and measures, the company has created a certain satisfaction for customers and can be said to be in accordance with their wishes and consumer needs. Customer care is an effective tool to compete in the market not only that, customer service also builds customer's affection for the product and the company that produces that product. Customer care is an important part of product strategy. In this paper, the group raised the following issues:

1. -Analyzing the current situation of customer care activities at Hung Think Corporation.
2. Propose some solutions to improve customer care.

5.2 Recommendations and suggestions

For leaders of Hung Think Corporation

Customer relationship management helps the administrator to make statistics, analyze and evaluate the business situation of the enterprise from the past, present to the future; detect difficulties and obstacles in the process of operation, thereby offering appropriate solutions to solve specific situations in their business activities, and at the same time can evaluate objectively, efficiency of its employees.

For marketing, sales and customer care departments at Hung Think Group projects

For businesses: thanks to customer relationship management, businesses will listen to feedback from their customers, thereby easily understanding their business situation and development in the process. past, present and future; help businesses promote products, services, brands quickly, promptly, accurately and with the least cost; reducing costs to find customers, thereby saving costs for marketing, communication, selling costs, and increasing customer loyalty to the bank.

For employees: customer relationship management helps understand information about customers, thereby providing solutions to support customers quickly, promptly, accurately, and create credibility. For customers, thereby, improve the working efficiency of employees, contributed positively to the improvement of economic benefits as well as staff morale.

For customers of Hung Think Group project

For customers: contributing to cementing long-term relationships between businesses and customers, thanks to customer relationship management, businesses will better understand the thoughts and aspirations of customers, and Customers will feel the attention and care from the business, from which customers will be more attached. Select and implement a customer relationship management strategy that leverages the potential power of customer relationship management to minimize conflicts with customers and maintain relationships in the event that conflicts arise or born.

5.3 Solution for CRM system to face business challenges at large-scale projects in the future

In the current business environment, it is very difficult for businesses to track, process and maintain relationships with customers, not to mention future business development also encounter many "advancement" situations, dilemma. Therefore, the application of a CRM solution will help businesses improve their business situation through the following things.

Focus more on potential customer segments: The company clearly defines its ideal customer, whether it is young or old. This ensures that the investment of time and effort in creating a database of customers in need and taking care of these people will bring about the desired effect. By focusing on the potential customer segment at all steps of the customer consultation process, I will better understand which company's customers are focusing on which real estate company's apartments, they like what places and where is suitable for their living environment. Detailed descriptions of the behavior and preferences of potential customers will help you create a connection between the service and the customer.

Develop a strategy to generate leads: Needs are important to building a network of leads in CRM. People with needs are those who visit their website to see the content, enter the contact information forms and make phone calls to the company. They do these things because they have been, are and are likely to derive value from their services. The company can provide value to the people in need through providing engaging content or the company can provide them with opinion pieces or viewing the apartments it has built.

Coordinate activities of departments to improve profits: When CRM goes live, make sure the company captures all interactions of current and potential customers with the company website such as: see: homepage, newsletter subscriptions, and company calls. This makes the company's CRM more flexible and powerful in the eyes of customers.

Integrate all customer communication into one CRM system: To get the most out of CRM, all customer interactions include: sales, marketing, customer service, etc. needs to be fully integrated and standardized. Employees of the company will have many advantages in negotiations if they know the history of customer interactions with the company. The integration of customer communication activities is most effective when every employee in the company interacts with the same current and potential customers.

Regularly optimize the system: Customize the company's CRM reports to match your goals. Focus on the parts that matter to the business and the parts of the company that are most likely to deliver the best value to customers.

CRM solutions help businesses find new customers, win over the competition by building customer and prospect information, build strong relationships with them, and grow business faster. CRM systems start by collecting customers' websites, emails, phone numbers, social media data, and

more, across multiple sources and channels. It may also automatically collect other information, such as recent news about the company's activities, and it may store personal information, such as a customer's personal preferences in communications. A CRM solution organizes this information to give you a complete record of individuals and the company as a whole, so businesses can better understand their relationships over time. Thereby, it shows that the CRM solution brings many benefits to businesses such as:

1. Improve the relationship between employees and customers, manage potential customers.
2. Accurately assess employee sales goals.
3. Support to organize data, share and update the latest information.
4. Build a solid brand.
5. Increase sales and revenue for the business.
6. Decentralize access in the most detailed way: which users can access to view information and reports. Avoid errors or duplications in tracking and customer care.

6. Acknowledgement

We acknowledge the support of time and facilities from University of Phan Thiet (UPT) for this study.

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