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The evolution of CRM system at vien thong a group in Vietnam

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Abstract

This study aims to present opportunities and challenges for phone retailers in particular and commercial and service businesses in general. The closure of Vien Thong A is an expensive lesson for businesses that follow. The thesis has introduced the basic issues of CRM, how Vien Thong A applies CRM to sales activities in its store chain. Moreover, the thesis also synthesizes several different newspapers related to the CRM service of competitors to collect data, compare and analyze the advantages and disadvantages of

Vien Thong A with its competitors. The research results show that some concepts of customers are generalized according to classical and modern concepts, and at the same time, the author's concept of customers is introduced, including classifying customers according to some basic criteria, customer value and satisfying customer's expected value. These are basic and practical issues related to CRM and are the basis for research.

Keywords: analysis, opportunities, challenges, advantages and disadvantages, CRM, Vien Thong A

1. Introduction

1.1. Overview of the research problem

Vien Thong A has long been a familiar and popular name in the field of modern phone retail. Referring to Vien Thong A, people immediately remember the chain of stores located in "expensive" locations in the city with enthusiastic and attentive customer care quality. It is no exaggeration to say that "Telecommunications A is the big brother of the mobile device retail industry in Vietnam". Besides, electronic equipment retailers later also took Vien Thong A as inspiration to learn, as a goal to develop their businesses. Although Vien Thong A's stores across the country are now closed, for people in the industry, Vien Thong A is still a prominent name with many meanings, which allows competitors to learn new aspects. At the same time, it also allows competitors to recognize the negative problems Vien Thong A is facing, thereby drawing valuable lessons for businesses.

Through "The formation and development of CRM system at Vien Thong A", we have just understood the characteristics and role of CRM in general and how Vien Thong A applies CRM to the customer care process in particular. Through the overview analysis, we understand the strengths and weaknesses and discuss the issue of promoting the strengths and overcoming the weaknesses of Vien Thong A when applying CRM. From there, conclusions and recommendations are made about relevant departments such as leadership, marketing and sales. Moreover, we also offer solutions to develop CRM system at Vien Thong A in the future, or for other businesses to refer to.

1.2. Urgency of the research problem

The image of Vien Thong A stores in Ho Chi Minh City closing quietly in the year-end shopping season is reflecting the fierce picture of the technology retail market: There is no place for a third person. In fact, Vien Thong A had to compete directly and lost at the hands of The Gioi Di Dong and FPT Retail - the two leading enterprises in the technology retail market because of difficulties in market share.

At the same time, customers now know how to place requirements for complete customer service and products. Businesses realize that they really know little or nothing about individual customers, so they constantly strive to have a more specific view of each customer's needs. Meanwhile, customers want to be treated as individuals rather than numbers, according to individual, individual needs and preferences. They communicate their needs proactively to the business. They bargain, they tell managers how much they intend to pay, how they want the product to be designed, designed, assembled, delivered, and stored. Consumers want to be respected. So your ability to remember customers and related information not only makes ordering easier, but also helps customers understand how important they are.

Computer applications have enabled options such as “one-click”, express delivery, online ordering, enabling online providers to better understand the individuality of their customers to provide a higher level of service.

Therefore, the research topic was selected as "The formation and development of CRM system at Vien Thong A" to see the urgency of the CRM system for businesses, helping businesses to develop and survive in the longer term in the market.

1.3. Objectives of the study

The goal of researching the formation and development of CRM system at Vien Thong A is to help businesses have a thorough view of customer behavior and values through technology tools and human resources.

With an effective CRM strategy, a business can increase revenue by providing exactly the services/products customers want, improve the efficiency of the call center, help sales staff fulfill orders faster, provide better customer service, simplify marketing and sales processes, add products more efficiently, retain existing customers, and find new customers new products, increase revenue from customers.

2. Theoretical Basis

2.1. Overview of the CRM system

CRM concept

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, contact... in order to better serve customers.

A CRM system is simply the application of software to keep track of customer data. Through the customer relationship system, the customer information will be updated and stored in the database management system. Thanks to a special data detection tool, businesses can analyze and form a list of potential and long-term customers to devise reasonable customer care strategies. In addition, businesses can also handle customer problems quickly and effectively.

Purpose of CRM

CRM originated from the idea of helping businesses use resources (human and technology) to thoroughly understand customer attitudes and habits, and evaluate the value of individual customer segments. With the help of an effective CRM program, businesses can: Provide customers with better services, improve call center efficiency, help salespeople perform order quickly, simplify marketing and sales process, discover new customers, increase revenue from customers.

CRM Operation Process

Talking about CRM activities, there are 5 main points that form a closed circle and can start from any point (Note that customer-centricity).

Sales: this can be considered as a main task of CRM, in sales operations, there are activities around such as: Transactions, mailing labels, emails, quotes, appointments, contracts, shipments, collection of payment

Marketing: When a customer buys our product (SP), that is, there is a transaction, the next step is to establish Marketing

plans to entice customers to buy more products of our company.

Service: When customers buy products of the company, the next job is to provide the best services to customers such as: giving gifts on the occasion of the establishment of the company, February 14, March 8, November 20, etc. The purpose is to attract customers to return to buy from the company for the next time.

Analysis: When we create a list of target customers or customers who have purchased our company's products (Customers have made any transactions) The analysis will be considered as the key element for these Sales, Marketing, and Service tasks such as analysis by age, region, best-selling products, time and generally analyze whatever CRM users want.

Collaborative: Provides the ability to interact with customers (phone, email, fax, web, sms, post, in person). CRM helps businesses interact with customers through all channels (direct contact, mail, fax, phone, web, e-mail) and supports the coordination between teams of employees with customer channels row. Collaborative CRM is a solution that ties people, processes and data together so businesses can better serve and keep their customers.

2.2. The role of the CRM system in the business strategy of electronics supermarkets

Vietnam has a population of over 90 million people with a very young average age: 26 years old. Their incomes and living standards are increasing day by day, so it is a fertile land for many industries to develop, including the electronics supermarket market. Electronics stores need to prepare carefully. Because in recent times, many electronics supermarket stores have lost business and have to sell off the game. Currently, competitors not only compete on price but also compete in many different forms to entice customers to their side. Therefore, to ensure that customers can be retained as well as take good care of them, many marketing and management strategies have been applied recently in the business field to increase and maintain the position. market competition. Now, the traditional marketplace focusing on product, price, location, and promotion has been replaced by a new customer relationship management (CRM) system for long-term customer relationships.

The role of the CRM system plays a very special role in the business strategies of electronics supermarkets, such as helping to significantly improve customer service quality, enhance business capabilities in critical key areas. Customers' purchasing decisions include price, product quality, marketing, sales, and customer service. Helping businesses understand information about customers such as age preferences, needs, customer feedback helps businesses have production and business orientations when cooperating with the needs of customers. Know your current customer base and potential future customers, so you can compare with your competitors and know your competitors in the market. Measure marketing campaigns across multiple networks, track customer click-by-click analytics and customer sales. The CRM system also lets businesses know what their after-sales services are like and how capable they are of resolving their complaints, whether they have met their needs or not, so that appropriate measures can be taken.

CRM systems build better relationships with existing customers and thereby increase sales by choosing the right

time, by anticipating customer needs into predefined trends. Identify customer needs more effectively by understanding the requirements of each customer group. Customers can be persuaded to buy related products because the brand is already recognized by them and we can offer many substitutes or improved products. Identify which customers can be profitable for the company. A CRM system helps make information about every customer interaction available to anyone in the business who needs it. Helping transaction staff to easily recognize many customers, coordinate with other technical departments in the business to carry out appropriate marketing, sales and service activities, in order to optimize profits and bring the highest satisfaction to customers. Help store and update general documents of the business. Create an environment for public information exchange throughout the system through writing news, replying to news. Besides, CRM software can help each group of people exchange online to express their views and opinions about a certain problem.

2.3. Features of CRM system at electronics supermarkets

The CRM system at electronics supermarkets is designed with many components such as customer information management, customer interaction management, sales process management, marketing management, product and service management, or reporting. Statistical reports. By optimizing processes and providing sales staff with all the complete information relevant to customers, CRM enables electronics supermarkets to establish more profitable relationships with customers products while reducing operating costs.

The application of CRM will save lots of costs for electronics supermarkets. Typically, the cost to reach a new customer is 5 to 15 times higher than the cost of maintaining an existing one. Selling and servicing costs for existing customers are also much lower than for new customers.

The effectiveness of the CRM system is also reflected in the simplicity when customers can exchange information with the electronics supermarket through any communication channel that customers like, at any time. Through the CRM system, customers will feel like they are communicating with a single entity and receive personalized care.

For customers: CRM contributes to promoting long-term relationships between customers and businesses, helping customers to be better understood and served more thoughtfully. Thanks to CRM, customers feel the care from very small things such as interests, needs, anniversaries...

For businesses: CRM helps businesses listen to their customers more, easily manage their business situation and development in the past, present and future, help businesses promote products, branding quickly, easily and at the least cost. At the same time, CRM is a tool to help businesses centrally manage their resources, as well as manage employees effectively.

For management: CRM provides managers with many effective support tools, helping managers quickly make statistics, analyze and evaluate the business situation of the enterprise from the past, present and future, detect the difficulties and potential risks of that problem. At the same time, CRM also allows managers to assess the situation and performance of each subordinate employee.

For employees: CRM allows employees to effectively manage their time and work. At the same time, CRM also helps employees understand information about each of their customers to provide a quick and reasonable support method,

create a reputation for customers, and retain customers longer.

3. Research Methods

3.1. Sources and methods of data collection

CRM is a customer management system, this is a very powerful system, but the CRM system can only work if businesses collect complete and reasonable customer data information. Customer information can be collected from many sources: from government reports, from trade associations. But at different times, businesses need different pertinent customer information.

3.2. Research methods

The article uses a combination of many different research methods. In particular, focus on positivist research methods and normative research methods. Besides, the thesis also applies other research methods to increase objectivity such as analytical methods: analysis of sources of documents from websites of online newspapers, dissertations and related books. In addition, inductive methods are also used to study theoretical issues and present views on issues, synthetic comparison methods and survey methods.

3.3. Research process

The first step to research "The formation and development of CRM system at Vien Thong A" is to use the data collection method, learn the overview information about the CRM system as well as the characteristics and roles of the CRM system. CRM for electronics supermarkets in particular and for businesses in general. After getting an overview of CRM, we continue to collect data related to the business under study. Specifically, collecting data on the history of formation, structure of business size, most importantly, is still how Vien Thong A has applied CRM to the operation process. Next, collect statistical information from the collected documents, then select and classify additional and core information to include in the thesis. The data when included in the thesis must highlight the characteristics and role of CRM, applying CRM of Vien Thong A.

Data collection and document research are two important processes that directly affect the transmission of information in the thesis to readers. This is also the key process that determines whether a writer is on the right track or in the wrong direction. Because of its importance, data collection and document research take a lot of time and effort. Clearly defining the methods used to collect data is the lever for the conclusion and evaluation to become scientific and objective. Thoroughly exploiting documents on the internet, inheriting existing articles and researches on CRM of Vien Thong A to select typical data. Statistical relation and comparison with other relevant documents.

The problem of finding out about the history and characteristics of the CRM system at Vien Thong A becomes even more difficult when the chain of stores of Vien Thong A is now closed. That leads to the loss and loss of information directly related to Vien Thong A. The only way to collect and research documents on CRM related to the telecommunications sector in Vietnam is to make a premise to contact Vien Tong A. Using general comparative research methods to show strengths and weaknesses of the CRM system at Vien Thong A compared to other supermarkets. Using empirical and normative research methods to exploit strengths and overcome weaknesses that

Vien Thong A is facing objectively.

Data sources from research papers of leading CRM researchers are outstanding data that contribute to the thesis becoming scientific with high accuracy. Finally, based on the synthesis method, give results, conclusions, recommendations and suggestions for each department in the research process of Vien Thong A.

4. Research results and Discussions

4.1. History and characteristics of CRM system at Vien Thong A

History

Established in 1997 when the market for electronics and mobile devices was still in its infancy, Vien Thong A is one of the leading enterprises in the field of trading and repairing computers, mobile phones, metal products, office equipment. In 2003, the charter capital of Vien Thong A was only 750 million VND, in 2010 the company increased its capital to 35 billion dong, respectively to 65 billion dong and then over 80 billion dong in 2012 (by the private placement of 1, 5 million shares for major shareholders). Currently, information from the business registration portal shows that the charter capital of Vien Thong A reaches VND 263 billion.

The process of raising capital of Vien Thong A also shows that the shareholder structure has many changes. In September 2011, the major shareholders, Mr. Huynh Viet Thuong and Ms. Hoang Ngoc Vy - General Director, transferred a part of capital to TDMobile Company (Japan) - a subsidiary of Toyota.

At the beginning of June 2013, Mr. Huynh Viet Thuong became Chairman of the Board of Directors of Telecommunications A. The Board of Directors also had 2 Japanese members from TDMobile, Mr. Suzuki Yasuyuki and Mr. Ikami Koji.

Features of CRM system

Thanks to the CRM system, the transaction staff will easily recognize many customers, coordinate with other technical departments in the company to carry out appropriate marketing, sales and service activities in order to optimize profits and bring the highest satisfaction to customers. CRM also helps the company's management review and evaluate the performance of employees to come up with reward or discipline policies. In general, CRM has the following functions:

- Transaction functionality: CRM works similarly to Microsoft's Outlook program.
- Analytics function: CRM allows the company to create and analyze information to manage and track what needs to be done, such as which customer, for how long, under a project or topic anyway, who is responsible.
- Planning function: CRM helps you arrange individual and collective work schedules, including daily calendar, weekly calendar and monthly calendar.
- Functions of declaration and management: CRM allows to declare and manage relationships with customers to understand who they are on the basis of simple profile information about them.
- Function of contact management: CRM allows to manage and track phone calls in the company, helping you to plan at what time to call who, how long to call and what you have done. not yet or have forgotten...
- Storage and update function: CRM allows you to read and write documents of any kind, so that users of the

CRM system can share with each other about shared documents, Documentation needed for everyone's reference.

- Functions to support projects: CRM allows to declare and manage the necessary information about the projects that your company needs to plan and implement.
- Discussion function: CRM creates a public information exchange environment throughout the system through writing news, replying to news...
- Contract management function: CRM allows to manage the list of attached contracts, even though they are the original contracts saved in PDF format.
- Management function: CRM allows company administrators to define the roles and positions of salespeople, customer relations staff, thereby managing and promoting their full role.

4.2. Strengths and weaknesses of CRM system at Vien Thong A compared to other electronics supermarkets

The strength of CRM system at Vien Thong A is to gradually build up a complete and scientific source of customer data, creating favorable conditions for building a more complete database, serving customers customer relationship management for the company now and in the future. Although not providing as many functions as those of external CRM systems, Vien Thong A's internal CRM still gathers a variety of important functions, allowing automation support for most business activities. business in the enterprise. In addition, it also supports timely problem handling, quickly contacting the technical department through many channels such as teamviewer, phone, chat, even requesting on-site support.

As for the weakness, Vien Thong A's CRM system encounters problems such as still leaking information about customers, many difficult customers, Vien Thong A has not really met the big requirements. about services, accompanied by issues of corporate culture, issues of service quality are being mentioned a lot. The technology platform is not really strong, although possessing a young, creative human resource and the spirit of constantly learning from advanced technologies, however, equipment or signal transmission still encounters quite a problem. many obstacles. This leads to limitations in interface design, unclear information fields or complicated menu navigation, making it difficult for first-time users. On the other hand, the CRM implementation process is fixed with features and modules, so it is difficult to update the software when there is a need to change.

4.3. Promoting and exploiting strengths of CRM system at Vien Thong A

Through the strengths of the CRM system at Vien Thong A, we see that the CRM system is gradually building and developing, but in order to be able to stand and rise, not only that, but Vien Thong A also has to steadily develop.

Thanks to the CRM system, Vien Thong A's sales staff can easily manage customer information and coordinate with other departments in the company to carry out marketing, sales and service/product provision activities. in order to optimize profits and bring the highest satisfaction to customers. In addition, the company should exploit and focus more on potential customers, focusing on potential customer segments at all steps of the sales process, helping to better understand what their customers are focusing on what online channels and what content they like and what are their

shopping habits and needs.

In addition, Vien Thong A has performed well in customer support issues such as timely handling of customer problems, coordinating with the technical department through many channels. Therefore, Vien Thong A needs to promote as well as regularly optimize the system like when solving a problem, determine which option affects the most customer groups. If you see a drop in customer interest, you should put a plan to work and use CRM to identify customers who are likely to lose interest and purchase and then activate email to help bring these customers back.

Promote strengths such as integration of CRM. Should be integrated in the system such as: Website, IP switchboard, SMS Brandname, accounting system, ERP system, mail box ... In addition, CRM can also integrate with more modern and advanced platforms more like Facebook, Zalo, system marketing automation, google calendar calendar system, or even a chatbot and AI artificial intelligence.

Implement and build Lead Generation strategy (create people in need). This is an important factor Leads are people who often visit the Website, download content, fill out contact information forms and make phone calls to the company. They do these things because they have been and are likely to get value from the product or service they are using. Can provide value to Leads by offering engaging content (like an Ebook or Blog post), or can provide them with a free sample/collection of the product. Implied Values are intrinsic values when a person has never experienced the service but has had a positive impression of the company's sales activities through traditional marketing methods: advertisements, events, methods word of mouth. Therefore, it is advisable to promote and build a clear strategy that takes advantage of both approaches to bring really quality leads to the company. New ways to attract more leads: rearrange email lists or try updating tweeters at different times of the day.

4.4. Discuss and overcome weaknesses of CRM system at Vien Thong A

From the weaknesses mentioned above, Vien Thong A needs to apply the following strategies to overcome and improve its CRM system:

Strategically focused

This strategic approach to CRM begins with an effective customer management cycle. This cycle includes: identifying, classifying, targeting, and interacting with customers in a continuous stream of information bases to create deeper and better customer relationships. By maintaining the initial level of training, regular training, promotion of evaluation, feedback and reward, new Vien Thong A can make sure the people at the branch do not cause trouble for customers more serious. To be successful, every employee needs to be trained and work really enthusiastically, effectively being able to meet the current needs of customers while also forecasting potential needs. Anticipating and meeting potential demand is showing interest in customers while showing superiority over potential competitors.

Security issues

Confidentiality here is the security of customer information, the information that businesses have before and after establishing a relationship with customers. Not all customer

information is analyzed and used commonly. Each department will have different functions and use confidential information of customers skillfully, in accordance with its functions. It is not advisable to share all customer information with all colleagues, but in fact the departments also operate quite independently in the matter of information linkage. Don't let your customers see you know too much about them. This will make customers feel more secure and trust the business more.

Good technology: Equally important in this system is the need for technology to support CRM efforts. Accurate data can only be obtained from the right technology platform. However, massive technology but ineffective application will lead to painful consequences for Vien Thong A.

The fact that customer data is often fragmented in many different storage systems with little ability to provide an overview of customers not only affects marketing, increases service costs but also increases service costs. It also reduces the effectiveness of the customer relationship channel. The solution to this problem is to put all customer data in one place under a unified data model. From this customer database, businesses can learn about customers, thereby proposing the right marketing strategies to sell and provide services. Vien Thong A also needs to regroup its scattered and unrendered data types to be used effectively.

5. Conclusions and Recommendations

5.1. Conclusions

Each company entering the market chooses its own direction and goals. But how to position your product brand in the mind of customers is a question that causes businesses to have a headache. A very important factor besides product quality is customer care services, customer management services. With the customer care system of Vien Thong A, your company's unique forms and methods have created a certain resonance. Although Vien Thong A has officially closed its doors now, what Vien Thong A left is still an expensive practical lesson for businesses that were born late in the electronics retail industry.

The article mentions the CRM system - the strategy of companies in developing close relationships with customers through research to better serve customers. CRM system is simply the application of software to track customer data, thanks to a special data detection tool, businesses devise reasonable customer care strategies. The operational process of CRM has 5 main points forming a closed circle including: sales, marketing, service, analysis, collaboration. All of these factors increase and maintain a competitive market position with certain roles such as: increasing business ability, understanding customer psychology, storing customer data identification, transaction support customer service. In addition, the thesis also mentions some characteristics of CRM system in electronics supermarkets. The application of CRM will save a lot of costs for electronics supermarkets. CRM allows electronics supermarkets to establish more profitable relationships with customers while reducing operating costs.

In addition to the overview data on CRM, the article focuses on clarifying CRM analysis at Vien Thong A. About the history of its formation since the new-year (1997) and development timelines thereafter. The most prominent are still the characteristics of the CRM model at Vien Thong A with functions such as: transaction, analysis, planning,

management declaration, contact management, update storage, project support projects, discussions, administration...

The strengths of the CRM system at Vien Thong A are to gradually build up a complete and scientific source of customer data for customer relationship management for the company. In addition, it also supports timely problem handling, quickly contacting the technical department. On the contrary, the weakness is that to leak information about customers, many fastidious customers, Vien Thong A has not really met the great requirements for services. The technology platform is not really strong. This leads to limitations in interface design, unclear information fields, CRM implementation process is fixed with features and modules, so it is difficult to update the software when needed change demand.

Revolving around the discussion to leverage strengths and overcome weaknesses, the thesis mentioned issues such as: Thanks to the CRM system, Vien Thong A's sales staff can easily manage customer information in coordination with other departments. Other parts of the company carry out the activities. Vien Thong A has performed well in customer support such as timely handling of customer problems. Should be integrated in the system such as: Website, IP PBX, SMS.

5.2. Recommendations and suggestions

For leaders

- Improve customer information collection activities.
- Customer investigation is the basis for Telecommunications A to plan customer relationship, plan to maintain and expand customer system.
- Training professional staff.
- Training highly qualified and experienced staff will help the company reduce costs and improve work efficiency.
- Use CRM software: Spot potential customers, turn them into customers and then keep them into loyal customers.

For marketing, sales, customer service departments

Relationship development: Promotions need to be renewed in both content and form. Find ways to provide full information about promotions to make it easier for customers to access. For example, to further strengthen the leaflets, advertising websites, newspapers, radio. The accompanying products need to be more assured in terms of quality, customers always have the mentality that the gift is about to be lost. discarded, this is not completely wrong, in general, promotional or discount products are mostly products with limited shelf life, or products that do not sell well in the market. Supermarkets create trust for customers about promotions of great value; remove the "no turn" mentality of customers.

Service quality: Customer time is very important, so don't keep customers waiting too long. Should arrange more cashiers to operate at empty counters during peak hours to minimize waiting time for customers; or divide into customers who buy less or buy more at checkout so that the waiting time is minimized.

Employee behavior: Each employee must be thoroughly trained because they are the ones who have direct contact with customers. Supermarkets should regularly organize training and coaching classes on skills, knowledge and skills for each employee to improve working ability. Quickly provide information about the supermarket such as

promotions, gifts, or any incidents that happen to the supermarket for employees to understand, so that they can promptly notify or reply to customers. row. Motivating employees to work more actively through reasonable salary and bonus regimes.

For customers

- Developing customer care network; develop, expand, diversify customer services, improve existing services.
- Improve the quality of customer care services and improve customer care programs.
- Improve customer service staff in both quantity and quality.
- Development of customer care; promote customer care, train necessary skills for customer care staff.
- Implement promotions, ensure all customers are aware of Telecommunications A's customer care programs and activities.
- Improve the information system to support customer care.
- Promote marketing activities to support customer care

5.3. Solutions to develop CRM system to face future business challenges and opportunities at Vien Thong A

- Manage and store customer information in the most complete way, from which to develop outreach and marketing programs suitable for each group and each customer object.
- Recording customer request information, the process of persuading and promoting customers.
- Store sales documents made for customers (quotes, orders)
- Store and record the work of departmental employees (sales, marketing, customer care)
- System of reminder reports, forecasts, statistics according to specific needs for exploiting customers, employees' work.
- Support tools: email connection, sms connection, telephone switchboard.

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. The CRM solution organizes this information to give you a complete record of the individuals and the company as a whole, so businesses can better understand their relationships over time.

A CRM platform can also connect with other business applications that help businesses develop relationships with customers. Today's CRM solutions are more open to integration with business-specific tools, such as documentation, accounting, billing, and surveys, to deliver business information, a 360-degree view of the customer. Thereby, it shows that the CRM solution brings many benefits to businesses such as:

- Improve the relationship between employees and customers, manage potential customers.
- Accurately evaluate employee sales goals.

- Support to organize data, share and update the latest information.
- Build a solid brand.
- Increase sales and revenue for the business.
- 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.
- Enterprises have better customer care and management tools: they are attentively taken care of everything from birthdays, hobbies.

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