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The development process of CRM system at VinMart in Vietnam

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Abstract

Up to now, Vietnam is still considered as one of the potential markets of CRM but the development speed is quite slow. In the context of supply and demand, but the freezing of the CRM market in the past time makes many people doubt the

feasibility of the CRM system for domestic enterprises. Therefore, the formation and development of CRM is very important for Vinmart, this is one of the issues that need most attention today.

Keywords: CRM, VinMart, customer relationship management

1. Introduction

Vingroup is the largest private enterprise in Vietnam, and the largest enterprise by market capitalization on the Vietnamese stock market. Starting in Vietnam with the field of tourism and real estate, Vingroup has grown strongly to become a multi-industry business group with a comprehensive ecosystem from residential, commercial, and tourism real estate to services. Consumer services include retail, healthcare, education, and agriculture. In addition to the traditional business areas that continue to grow, Vingroup is investing heavily in the industrial and technology sectors with the desire to make a global mark. In the spirit of sustainable and professional development, Vingroup is currently operating in three main fields: technology, industry and trade and service. VinMart and VinMart+ are two retail chain brands belonging to Vingroup, the leading multi-industry economic group in Vietnam and in the region. In the spirit of sustainable and professional development, with the motto "For the quality of life of everyone", the VinMart & VinMart+ system offers consumers a diverse choice of goods and services, and convenience. useful, meeting the shopping needs of customers from affordable to high-end. In particular, when shopping at VinMart and VinMart+ systems, customers also receive outstanding values through attractive promotions and incentives. VinMart stores are located in densely populated areas with convenient traffic; has a large area; offers a wide range of products. There are more than 40,000 items of food, cosmetics, household appliances, household appliances, fashion, toys, etc. to meet the needs of local customers and tourists. With a long-term vision and desire to sustainably develop a system of supermarkets and convenience stores, providing consumers with an enjoyable shopping experience with a wide selection of products, VinMart will cover all of Vietnam with 100 VinMart supermarkets and 1,000 VinMart+ stores. VinMart has been making constant efforts to fulfill its mission: A secure shopping place for every home, fully meeting the requirements of customers; bring convenience and absolute safety when using the product; adding values; improving the lives of consumers in the modern market context; expanding and developing the retail industry widely in Vietnam. In addition, VinMart also focuses on building a professional, dynamic, creative and humane working environment; create conditions and equal development opportunities for employees; respect employees as the most valuable asset; at the same time actively contribute to social activities, towards the community with messages of humanity.

1.1 Urgency of the research problem

December 2015: After more than 1 year of operation, the number of Vinmart supermarkets has tripled (27 supermarkets) and the Vinmart retail chain has reached 200 stores
6/2016: As of June 2016 There are 50 supermarkets and 830 Vinmart convenience

stores on the market.

11/2017: With positive feedback from consumers and Vingroup continues to expand the market. By the end of 2017, Vinmart had more than 60 supermarkets and 1,000 stores spread across 30 provinces and cities across the country and the number of employees was about 11,000 people.

October 2018: Vingroup acquired the entire Fivimart supermarket chain, one of the retail units with more than 10 years of operation in the market and owns business locations in the central neighborhoods. After the merger, VinCommerce has owned the largest retail system in Vietnam with about 100 Vinmart supermarkets and 1,400 convenience stores.

11/2019: After 5 operations, Vinmart has made great progress, becoming the largest retail chain in the market with nearly 2,600 supermarkets and stores in 50 provinces across the country.

With the strategy of developing the retail distribution system of Vingroup. With the goal of building VinMart into a world-class Vietnamese brand, providing people with high-quality goods at affordable prices, creating a new trending shopping style with an abundance of products about branded items with perfect service.

1.2 Objectives of the study

Vinmart Not only provides daily essential items but also provides clean food to customers. Tapping into the mentality of people wanting to buy clean food today, Vinmart provides clean agricultural products with clean products that are transferred technology, techniques, seeds and agricultural equipment from famous agricultural countries such as Japan, The Netherlands, Israel, etc. Vinmar products also provide organic vegetables, clean vegetables, clean rice to the market according to VietGAP, GlobalGAP standards. There are also clothes, cosmetics, leather goods, stationery, toys. It is these exclusive products that create competitiveness for Vinmart compared to other retail brands.

With a long-term vision and desire to sustainably develop a system of supermarkets and convenience stores, Vinmart offers consumers an enjoyable shopping experience with a wide selection of products. VinMart has been making constant efforts to fulfill its mission: A safe place to shop for every home, fully meet the requirements of customers, bring convenience and absolute safety when using products, adding values, improving the lives of consumers in the modern market context; expanding and developing the retail industry widely in Vietnam. In addition, VinMart also focuses on building a professional, dynamic, creative and humane working environment, creating fair conditions and development opportunities for all employees, respecting employees as assets. most valuable, and at the same time actively contribute to social activities, towards the community with messages of humanity.

2. Theoretical basis

2.1. Overview of the CRM system

Arrange the working schedule for the sales staff under their management on a weekly basis. Check employee hours. Check and supervise the attitude and working spirit of each of its employees. Sales staff meeting 01 time/week. Train and coach employees under their management.

Track and monitor the sales situation: Understand daily sales

revenue, sales codes, unsold codes, reasons for not selling, bad seal designs that need repair. Check how the display of goods is eye-catching and must be changed regularly. Must find out the cause when there are sudden revenue fluctuations capture daily inventory.

Store manager: Manage the shop's assets: all the properties under his shop manage. Minor damage in the shop must be repaired immediately. Check the hygiene in the stalls: counters, cabinets, poles, ... Make daily reports, weekly reports submitted to the Head of Retail. Sales channel meeting at the end of the week or the end of the month. Check storage of goods. Every month, together with the company accountant, check the goods of the store under their management.

Market and customer research: Capture sales of neighboring stores or some stores in the area. Categorize customers of the shop: age, occupation, interests, income Find out the needs of customers. Set up the entire system of books and papers of the store. Regularly check fixed assets and items at the store. Directly train probationary sales staff.

Guide and mentor new sales staff until they get used to the job. Keep track of the best-selling items in the salesperson's order list. Store the store according to the assigned schedule. Directly participating in receiving guests and resolving customer complaints and questions beyond the scope of sales staff. Guide and check the display, cleaning at the store daily. Monitor the working situation and morale of the staff at the store. Manage the regular wholesale customers of the store. Cooperate in the implementation of Promotion programs. Responsible for all store operations.

Participate in company promotions. Participate in recruiting sales staff. When the company has unexpected events, it must be subject to the allocation of work under the direction of the Head of the retail channel. Proposing rights for human resource management such as salary increase, discipline, reward, leave. Have the right to proactively arrange for employees to leave their own jobs, mobilize employees' work within the store, but must ensure that the work is done smoothly.

Monitor the work of sales staff. Stable arrangement of sales staff within a month. Capturing product samples within a month. The manager completed the store within two months. Achieve the revenue target set by the company. Boost sales revenue

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

The organization of the sales system is the decision-making related to the construction, strengthening and development of the sales system, that is, including building new and improving the existing system in the country. present. Commercial enterprises will need to build new parts of the sales system when one of the following cases occurs: Developing new products, if the current sales system is not suitable for new product.

Bring products into reach and capture a new market. Established a new company and needed additional sales departments for this new company. The business environment changes greatly, requiring new departments to be built to adapt. There is a serious conflict between members in the sales system, which cannot be resolved. Existing intermediaries change policies that affect the company's distribution goals.

The operation of the current sales system has basic errors that

need to be replaced by some parts with new ones to modify and disappear those flaws of the system. The current sales system needs to be improved when: Check and re-evaluate the sales system and find that there are errors that need to be modified and improved to perfect the sales system of the business. The old sales system is no longer suitable for the new market conditions. Add new products or add services to the point of sale system. There is a certain conflict between members in the sales system. Volatile markets need systems to change to adapt to new conditions.

Implementation of the organization of the sales system needs to be timely to adapt to the frequent changes of the environment, but it is also necessary to have accuracy in implementation to avoid not building but breaking, making the system Sales becomes more confusing and complicated. On the other hand, the sales system is the face of the company, the part that customers can see most clearly, so it cannot be reorganized continuously, so it is necessary to calculate in the work of organization to ensure the stability of the system. system. It is necessary to organize the sales system and then it is still necessary to manage that system. Organization and management of the sales system are sequential and closely related activities. control and control the activities of existing members, that is, control the organization of the built sales system and all members of the selected sales system.

Sales system management decisions and sales system organization decisions are often not clearly distinguished because a sales system management decision can quickly translate into a sales system organization decision. row. Therefore, it is possible to distinguish these two types of decisions by considering decisions to establish a sales system as decisions to organize a sales system, and decisions regarding the operation of the system that have already been established. settings are system management decisions. Management of the sales system is to ensure the cooperation of the members of the system, the members of the sales system do not naturally cooperate with each other, want for the members in the sales system. together need common management to ensure their proactive cooperation. Sales system management must aim at specific distribution goals, must be aimed at realizing those goals for commercial enterprises.

2.3. Features of CRM system at retail supermarkets

Building a system of retail stores, organizing and managing a system of retail stores; inspect and evaluate the system of retail stores. To promote the full effectiveness of the retail store system, the operation management of the retail store system must pay attention to all three stages of the following management process.

Building a retail store system

- Vinmart must base itself on the distribution of customers' needs: In places where demand is concentrated, businesses can organize a direct retail force. In areas where demand is small and not concentrated, retail organizations through agents or retail systems of other businesses.
- Vinmart is also based on the capacity and management level of the enterprise
- The basis and policies, long-term development orientation that the company's leadership sets forth is based on forecasts about the fluctuations of the business

environment such as: What products does the business deal in? Who are the business customers? What must businesses do to always meet the needs of target customers?

- Based on the resources of the enterprise: Human resources, reputation, brand, technology. In which, an important factor for an effective organizational structure is that the employees must be assigned jobs. and positions that match your abilities and interests.
- Based on the goals to be achieved after the business process: sales, profits, market share, employee income, position of the business in the market. The first goal of any businessman Any retail business in that market is profitable. If retailing involves selling goods and services to a large number of customers, a retailer is considered successful if it fulfills the needs and wants of the customers and can then make a profit. high profits.

For retailers, to achieve the basic purpose, the problem is that they need to have a good organizational structure so that all stages of the business process are carried out perfectly. Geographical location: The decision to invest in, build or open any more stores or supermarkets in the retail system needs to follow the principles of geographical location: Density of stores and supermarkets does not too dense can cause conflicts among members and at the same time become inefficient, wasteful, nor too sparse because it will not cover the market, lose the opportunity to exploit the market, allocate right reasonable, not too close or too far from residential areas, convenient location for consumers.

Principle of authority and responsibility: When an employee is assigned a responsibility to perform a job, he or she must have the necessary authority to perform that job. The principle of consistency in orders: Employees only receive tasks and report to a single superior. The more perfect this division, the less contradictions in orders and greater personal responsibility for the results.

Organization and management of the sales system: This is the main content, implemented throughout the entire operation of the sales system management department. This sales system management content includes two tasks: organizing the sales system and managing the sales system. The organization of the sales system is the decision-making related to the construction, strengthening and development of the sales system, that is, including building new and improving the existing system in the country.

Commercial enterprises will need to build new parts of the sales system when one of the following cases occurs: Developing new products, if the current sales system is not suitable for new product. Bring your products into reach and capture a new market.

The business environment changes greatly, requiring new departments to be built to adapt. The operation of the current sales system has basic errors that need to be replaced by some parts with new ones to modify and disappear those flaws of the system. The current sales system needs to be improved when: Check and re-evaluate the sales system and find that there are errors that need to be modified and improved to perfect the business' sales system in order to operate properly. Add new products or add services to the sales system. Implementation of the organization of the sales system needs to be timely to adapt to the frequent changes of the environment, but it is also necessary to have accuracy in implementation to avoid not building but breaking, making

the system Sales becomes more confusing and complicated. On the other hand, the sales system is the face of the company, the part that customers can see most clearly, so it cannot be reorganized continuously, so it is necessary to calculate in the work of organization to ensure the stability of the system.

It is necessary to organize the sales system and then it is still necessary to manage that system. Organization and management of the sales system are sequential and closely related activities. Control and control the activities of existing members, that is, control the organization of the built sales system and all members of the selected sales system. The decision management system of consumption and the decision to hold the sales system are often not clearly distinguishable because of a management decision sales system can quickly turn into a decisive organization.

Therefore, by considering the decisions to establish the sales system as decisions to organize the sales system, the decisions regarding the operation of the established system are the decisions about the management of the established system. Management of the sales system is to ensure the cooperation of the members of the system, the members of the sales system do not naturally cooperate with each other, want for the members in the sales system. together need common management to ensure their proactive cooperation. Sales system management must aim at specific distribution goals, must be aimed at realizing those goals for commercial enterprises. Sales system management has the following basic characteristics. The management scope is the entire sales system. The sales system is a unified whole from the source of purchase to the final consumer.

The object of management is the whole system, not each stage, each individual member. Every member of the sales system has the responsibility and ability to manage the system to varying degrees. The sales system administrator is the person who is primarily responsible for managing the sales system. However, all other members have the responsibility to support and have the right to require the sales system administrator to perform some administrative tasks. The level and ability to manage the sales system of the member units depends on the type of organization of the sales system that the enterprise has established.

The old-fashioned sales systems do not allow the enterprise to manage the system comprehensively and at a high level the activities of the members of the system. The degree of close linkage between members of the sales system depends on the intensity of distribution, wide distribution or selective distribution. If the system chooses a widely distributed method, the degree of linkage between the members is loose because it is not necessary and it is impossible to create a close connection between the members in the system. If you choose a selective or exclusive distribution method, the degree of association between members is very tight.

The degree of association between members of the system also depends on other factors such as goals, products, company policies, managers' views, etc. Contents of sales system management: Control the operation of the sales system, ie control all flows in the system including: Information, currency, goods, promotion, negotiation, ..., make all flows These are all smooth and continuous in the entire sales system, serving the common goal of the whole system.

Linking members: Using both push and pull methods to influence members to make members of the sales system

cooperate effectively, jointly carry out product promotion to achieve get the best performance. Make appropriate decisions to determine the program, the nature of activities of the members of the sales system in order to bring the whole system to the same goal. Encourage members in the sales system to operate effectively. That is to find out the needs and obstacles of the members, give them appropriate help, and offer benefits if it works well for them to be more active.

Communicate, negotiate, contact and work with each member of the sales system. Thereby grasping the situation of each member and making adjustments, making appropriate action decisions for each member of the sales system. Checking and evaluating the sales system: Testing and evaluating the sales system is the work of detecting errors in the system's operation and taking measures to adjust and prevent errors that may arise. born. Inspection and evaluation should be carried out at all stages of the sales system administration. To check and evaluate effectively, businesses need to set goals that the sales system needs to achieve, including: Requirements for market coverage of the sales system: Due to the characteristics of the product, the market, etc. there is a change in market coverage. For distribution intensity, selective distribution, exclusive distribution and wide distribution, the market coverage of the sales system also varies. Vinmart's sales system is a wide distribution system, so the requirement for market coverage is quite large, covering as many markets as possible, the wider the market, the better.

Minimum total selling cost with the goal of the sales system administrator is to optimize the operation of the whole system in order to minimize costs when other factors are constant. However, to minimize costs, it is necessary to ensure other factors such as: customer service, sales volume, profit, quality of goods... Avoiding the situation of running after economic benefits, causing discredit of the company. Ensure the flexibility of the sales system to adapt to the change of the business environment: Sales activities are closely linked to the market and customers, so the business environment of the sales system is transformed. continuously depends on the situation of the economy and changes in consumer demand.

Enterprises need to choose a sales system that is easy to change the structure or easily replace members to promptly cope with fluctuations in the business environment. The essence of this inspection and evaluation is to check and evaluate the activities of members in the sales system. Therefore, it is necessary to have regular or periodic inspection and evaluation to be able to make reasonable adjustment decisions for members of the sales system of the enterprise.

The tasks that need to be done when checking and evaluating the operation of the sales system include: Developing standards, selecting appropriate standards to evaluate the performance of the sales system, evaluating the operation of each member of the sales system, such as the following evaluation criteria: Sales, profit or number of customers, market coverage. Apply these standards to evaluate the performance of members of the sales system. It is possible to divide the evaluations by each standard, each group of standards or combine all the standards together to quantify the entire sales system and evaluate the operation of this system.

Analyze the results obtained and propose measures to adjust the activities of members in the sales system, adjust the

structure of the sales system. Adjustment measures are only taken when absolutely necessary, avoiding conservatism and missing opportunities, but must also take into account the consequences after adjustment. The audit of the sales system needs to be done on an ongoing basis. Regular and effective inspection and evaluation helps businesses develop relationships with members of their sales system, while timely checking and evaluating regularly also helps to adjust to ensure flexibility. adapt quickly to changes in the business environment. Not only managers perform the evaluation, but all members of the sales system must participate in this process because in the evaluation, the collection of administrative information is very important, but this process needs the help of system members. This feedback system is an important basis for the management department to make appropriate management decisions.

3. Research Methods

3.1. Sources and methods of data collection

Data collection sources: collecting secondary data through business articles, statistical documents, and scientific works done through the internet. This method will collect many types of data, widely but not very accurate, only used as a basis for analysis.

Data processing method: synthesis, analysis, comparison and evaluation of data collected, we can draw some conclusions about the process of sales - marketing - services at Vinmart Vietnam. From there, we can realize the urgency of this thesis topic and at the same time, from the survey results, we will choose the appropriate measures and process to deploy CRM software, ensuring that it meets the needs of customers.

3.2 Research methods

- Research methodology: analyze, synthesize, and generalized system of selective document related to research topics
- Practical research method: To give the most insight into the formation and development of CRM system at VinMart+ Vietnam.
- Observation method: Observe the domestic and foreign environment, CRM development process, improve competitiveness, attract customers.
- Interview method: interviewing retail establishment owners about their business goals and methods, their competitiveness compared to other convenience stores.

3.3 Research process

1. Identify and clarify the research problem.
2. Research related theories and evaluation models
3. Setting up a research model
4. Building scales, questionnaires for research.
5. Investigate and collect research data.
6. Research data analysis
7. Presentation of research results
8. Conclusion and recommendations.

4. Research results and discussions

4.1. Strengths and weaknesses of CRM system at VinMart Strengths

- Building a professional image through each contact with customers, quickly answering all customer questions. Thanks to the CRM system, VinMart's customer service staff can access each customer's profile and product information. The capture of information

quickly and accurately not only satisfies customers but also shows professional care and advice.

- Compact CRM system while ensuring data safety. Because it is an online software, it will be accessed by a web browser, no need to worry about the computer's insufficient memory for installation, depending on any server. Data stored on the CRM system will be absolutely safe, without worrying about being lost due to unforeseen reasons such as viruses, reinstalling windows, changing computers, etc.
- Save time and resources, without having to work with dozens of individual data files again. 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.
- Access anytime, anywhere with just an internet-connected device. This will be very effective when employees have to go on business trips, meet customers outside the company area. No need to prepare complicated documents in advance because everything is already on the software.
- Proficient in reporting and predicting market trends. With the ability to synthesize outstanding data, the software supports creating report charts and statistics quickly. There is no need to do it manually and it does not take time to aggregate data from many distributed sources like before.

Weaknesses

- It takes time and cost to deploy the system. Adopting a completely new working method will cost quite a lot of time and money to operate and stabilize. Not only buying the software, installing the software is done, but also having to convert old data to the software and it takes time to get used to the software operation.
- Difficulty in implementing and 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, transitioning to a new way is a challenge that not everyone can adapt to quickly.
- The software does not have all the features businesses need. Because currently mainly units provide a package CRM software, but each business has a different mode of operation, it is not possible to apply the same software for all businesses.

4.2. Promoting and exploiting the strengths of the CRM system in Vinmart

In order for the CRM system to work really effectively, it is necessary to develop a reasonable plan to work with the CRM system in stages. The main prerequisite is how to get customer information into the system in the most "clean" way. Normally, a CRM strategy should start with employee training because employees are always the core component that gives life to each CRM system running in the business. The training will help each employee, especially the sales and customer care department, see the importance of the CRM system and consciously "live" with them. In addition, the CRM strategy needs to come from the customer orientation of the business. Specifically, what position does the business want to achieve in the hearts of customers, in the marketplace, among other competitors...

VinMart currently has a CRM system that can be said to be the leading one in Vietnam's retail market, but it also needs a plan to train employees and improve and further develop its strengths, with content such as:

- Set specific and detailed requirements for each department, department, and department, based on the general goals set out initially in the CRM strategy.
- System design and integration, this is often the most time consuming phase of implementation.
- System testing: check the functions of the selected solution to what extent serve business needs, ensuring the system is operating smoothly.
- Training staff to exploit and use the system.
- Collect feedback from staff, especially customer service department, as well as comments from customers. On that basis, evaluate the performance results, the benefits that CRM brings.

In addition, VinMart needs to always apply new regulations to ensure employee compliance with these CRM software systems. Because if you do not strictly follow the agreed-upon workflow in CRM, it can lead to information gaps, which eventually lead to system death like any other application. In fact, it is very possible that the person entering the data does not see the value of the data as the manager who exploits it. The sales department found no warranty information to be of any value. The accounting department may lose information "power" when the business holds debts. Since CRM dominates almost all business decisions, the requirement to ensure that CRM input data is always "clean" is very important. Clean data is true and complete data about customers, updated regularly, serving the best for analyzing customer behavior and shopping habits. From that data, CRM software will extract accurate, multi-dimensional information to serve the business evaluation and analysis of the departments in the enterprise.

4.3. Overcoming the weaknesses of the CRM system at VinMart

The thinking about changing forms of business, workflow, and broader corporate culture is the biggest challenge for businesses that want to be friends with CRM. Specifically, businesses need to build a highly interactive working environment between departments, help employees exchange experiences, and at the same time promote democracy and delegate authority to employees more. This is the weakness of the CRM system at VinMart.

As simple as resolving customer complaints, according to the "autocratic" model, employees, although fully informed and able to offer appropriate handling, still have to notify and seek opinions. superiors, causing inconvenience and wasting time for customers. Therefore, in order for the information collected from customers through CRM to be meaningful and effective, the opinions of employees who have many opportunities to interact and deal directly with customers need to be more appreciated, in other words, the management style as well as the working style of VinMart's employees need to change to adapt to the new working environment.

5. Conclusions and Recommendations

5.1. Conclusion

Vingroup always considers human resources as a core factor and a valuable asset. With the slogan: "Vingroup - Forever

the spirit of entrepreneurship", the Group has built a lean staff, having both ethical standards and talent. The Group's recruitment goal is to attract and welcome all candidates who want to work in a dynamic, fast-paced, creative and effective environment - where each individual can maximize their potential and expertise.

The Group always creates a professional and modern working environment, maximizes the right to work, dedicates, develops, honors the employees and harmoniously combines the interests of the enterprise with the interests of the employees. benefits of officials and employees.

Vingroup pays special attention to human resource development through effective implementation of training policies, improving knowledge and professional qualifications for employees. Training is not only for the purpose of improving the qualifications of employees, so that each member becomes a worthy representative of Vingroup in any circumstances, but through the training system, Vingroup will contribute to the improvement of the quality of human resources of Vietnamese enterprises in general.

5.2. Recommendations

For leaders of VinMart

The unity from the leadership level to each employee of the company is extremely important for the implementation of all corporate strategies.

The leadership needs to organize consultations between departments and divisions on the development of CRM at VinMart.

The leadership needs to understand the different needs of each department, see the difference in the CRM implementation process; be able to reconcile the contradictions in the needs of each department and ensure that the CRM system is always consistent when operating throughout the enterprise.

For marketing, sales and customer care departments at VinMart

CRM software will support managers to collect Lead data (customer opportunities) from advertising channels such as Webform, Landing Page, Email... Support customer classification, optimize sales opportunities. In particular, CRM supports exporting customer data for remarketing purposes.

Meanwhile, Marketing focuses on generating leads. It is also a channel to connect businesses and customers to lead and motivate customers to buy products and services.

CRM is a huge data source for Marketing. Because CRM is a centralized place to store customer data files. Marketing can develop a remarketing strategy for customers who stop pursuing, conduct new marketing for customers whose contract expires in order to sign a new contract or renew a contract.

Sell

A business that wants to achieve high sales needs to have good coordination between the sales and marketing departments. Because the list of potential customers - considered a product of the Marketing department, if it has high quality, it will support very well and save time for the sales department, on the contrary, when the sales department exploits the list well This book will increase the effectiveness of a Marketing campaign. And in today's competitive business environment, these two departments need to work together to make the best use of business opportunities. These

are the features a CRM solution can bring to businesses, helping businesses control and improve business efficiency and increase profits.

For every business, the most important thing is to take care of customers so that they are satisfied with the product, not how good the product is. To solve this problem, many businesses have made the mistake of investing a lot in marketing, product branding and distribution system but lack an effective customer care and management system. As a result, customers only come to the business once and then leave, not because the product does not meet their needs but because of the lack of close connection between the business and the customer. Therefore, businesses ignore their invaluable assets are old customers to try to find new customers and the vicious cycle repeats. Paradoxically, the cost for businesses to find new customers is many times higher than the cost of maintaining an old customer.

For customers of VinMart

In the spirit of sustainable and professional development, with the motto "For the quality of life of every home", VinMart system always wants to bring consumers a diverse choice of goods and services, convenience and convenience. to meet the needs of all its customers.

When customers buy products tubers a company, the next task is to provide the best services for customers such as gift-giving on established companies, 14/2, 8/3, 20/11 ... Items The purpose is to attract customers to return to buy from the company for the next time.

In developing close relationships with customers through research, thoroughly understanding the needs and habits of customers, approaching and communicating with customers in a systematic and effective manner, managing information customers' information such as account information, needs, contact ... in order to better serve customers.

5.3 Solution to develop CRM system to face challenges and opportunities at VinMart

VinMart is also focusing on building a professional, dynamic, creative and humane working environment; create conditions and equal development opportunities for all employees; respect employees as the most valuable asset; at the same time actively contribute to social activities, towards the community with messages of humanity.

Wishing to sustainably develop systems that give consumers an enjoyable shopping experience with a wide selection of products, VinMart will cover all of Vietnam.

For CRM at VinMart is an effective strategy, method and technology in the field of customer relationship management. For any organization or business, if they want to grow their business scale, increase profits, and grow their business, they need to consider the challenges surrounding customer relationships.

In addition, CRM solves the problem of how to get new customers at the most reasonable cost, increasing revenue from existing customers. At the same time, it helps to increase the ability to retain potential customers who bring high profits to VinMart and minimize the costs of business and customer service activities.

Vinmart using successful CRM helps businesses increase in the scale of development, seeking customers, management and customer care more efficient. From there, partners or customers feel extremely professional work, increase the feasibility of each project, increase customer loyalty, and

retain customers to stay with VinMart for a long time.

From the data analysis, the experience of VinMart using the CRM system shows that:

- The right strategy: It is necessary to build beneficial relationships, not wait for automatic relationships to happen
- The right relationship: customer relationships, regular check-in campaigns, proper return on investment
- The right technology: This helps improve efficiency in business activities, good management, customer care and rational use of VinMart's resources in the future.

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