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The process of CRM system implementation at Dien May Xanh in Vietnam

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Abstract

This study aims to introduce the formation and development of CRM system at Dien May Xanh. This is a new topic that young people are interested in learning. This study has selected a number of references related to Dien May Xanh to be able to collect analytical data and predict customer care steps. The research results show that the Dien May Xanh system can capture many advantages and see the disadvantages to avoid of the CRM system. It is possible to

promote the advantages of the CRM system and overcome the disadvantages by measures such as promotions, gift giving to customers. Besides the formation and development of the CRM system at Dien May Xanh, which is growing, there are also difficulties in human resources and finance of enterprises. Since then, this study has come up with solutions that can help the CRM system at Dien May Xanh become better and better.

Keywords: Development, formation, advantages, disadvantages, CRM system, Dien May Xanh

1. Introduction

1.1. Overview of the current electronics market in Vietnam.

Today, in the context of industrialization - modernization of the country, the demand for human electrical products is increasing day by day. According to Mr. Ngo Thanh Dat, Marketing Director Tran Anh, in 2015 Vietnam's electronics market grew by about 20%, with this growth the scale is estimated to reach nearly 7 billion USD. Meanwhile, a forecast from research firm Statista (Germany) estimates that the consumer electronics market is about 10 billion USD. According to GFK, the consumption of electronic and refrigeration products in Vietnam will increase from 7.3% to 11.9% in the coming years. Besides, in the past time, the electronics supermarket systems have also had many strategic solutions to approach customers, especially in terms of quality and service to promote customer buying behavior.

However, the current reality shows that, although it is always among the countries with a high growth rate of consumer demand, in Vietnam over the years, there have been many electronics retail businesses that cannot exist and cannot survive. forced to leave the game. The once big names of the electronics market went bankrupt such as BestCaring in 2012, Viet Long in 2014 or TopCare in 2015. In addition, many electronics retailers have had to sell themselves or enter into joint ventures with foreign partners to continue to compete, such as Tran Anh selling 31% of the market share to Nojima Japan, Nguyen Kim selling 49% of the market. part for Central Group of Thailand....

Prominent in the electronics market in recent years is Dien May Xanh - a young electronics rookie under the leadership and training of The Gioi Di Dong is considered a new breeze of the market. Dienmay Xanh, formerly known as Dienmay.com chain established at the end of 2010, is a retail chain of consumer electronic products (electronics, refrigeration and home appliances) with the first store opening at 561 Xo Viet Nghe Tinh, Ward 26, Binh Thanh District, Ho Chi Minh City in December 2010. Up to the first 6 months of 2019, from the positive business results of the stores after being upgraded (30% growth compared to the previous revenue), Mobile World Group continued to implement the change displayed for nearly 300 remaining Dien May Xanh mini stores in the last 6 months of the year. Up to now, Dien May Xanh officially surpassed 1,000 supermarkets in its 10-year journey of serving customers.

With the growth in both quantity and quality, Dien May Xanh is increasingly developing, becoming the first electronics retail system in Vietnam, covering 63/63 provinces and cities, Dien May Xanh always takes the lead in serving customers. best customer.

1.2. The urgency of the research topic

The secret to the success of any business begins with the way that business manages its customer relationships. As long as customers always feel that their needs are satisfactorily addressed, we can expect the company's growth in the future. CRM (customer relationship management) is a great tool that will give businesses insight into customer behavior. This is a platform that will give you some ideas on areas where you can improve your marketing strategies, based on interactions and relationships with customers. Realizing the importance of the CRM system for businesses, the authors decided to choose the topic "*The formation and development of the CRM system at Dien May Xanh*" to learn more about the issue.

1.3. Research objectives

The research objective of the thesis is to understand the formation and development of CRM system at Dien May Xanh, analyze the strengths and weaknesses of the CRM system at Dien May Xanh compared to other electronics supermarkets. From there, businesses will find solutions to promote and exploit the strengths as well as overcome the weaknesses of the CRM system to help Dien May Xanh develop more in the fiercely competitive electronics market.

2. Theoretical Basis

2.1. Overview of the CRM system

CRM concept

CRM means Customer Relationship Management. CRM is building a strategy to develop attachment to customers through studying customer needs and habits. Research remotely or approach, communicate with customers systematically. CRM will manage customer information: needs, contact information, information associated with transaction history to manage customer care better. Through CRM, businesses can easily analyze and form a set of potential and loyal customers. In addition, CRM also handles customer problems and complaints to set out a reasonable and long-term customer care strategy. CRM is simply understood as a customer relationship management solution. But it is a complex system, requiring the coordination of many factors: Information, human resources and policies in each enterprise.

Characteristics of CRM

CRM enables to identify, attract and retain the best customers for higher sales and profits. CRM creates lasting, meaningful, personal relationships with customers who will generate future business income.

CRM brings businesses closer to the customer, to better understand each person, to deliver greater value to each person, and to make each person more valuable to the business as a whole. The construction of customer value increases the value of the demand chain, the business flow from the customer back to the retailer puppet manufacturer. CRM aims to achieve specific customer goals through actions directed at specific customers. What makes CRM a truly different model in business and competition is the company's business strategy to achieve customer-specific goals by

customer-specific actions, which do not can be attributed to marketing when there is no hope of success.

CRM is both an operational process and an analytical process. Operational CRM focuses on software settings and process changes that affect the day-to-day operations of the business. Analytical CRM focuses on strategic planning needed to build customer value, as well as culture, measuring organizational changes for successful strategy implementation.

The goal of CRM is to grow profits by delivering the right products to the right customers, through the right channels, at the right cost and time. The overall business objective of this strategy is to make the business increasingly profitable by incrementally increasing the value of its customer base.

Importance of CRM

Responsiveness: CRM responds to the changes that businesses are facing related to customers, markets, data storage technology, marketing functions.

Awareness: CRM allows to identify high-loyalty customers as well as tailor products to create loyalty.

The ability to increase customer value: CRM allows to make customers more valuable through customers buying more, more often, more types of products. Operational and service costs and errors in customer service are also reduced. Besides, there is an increase in the productivity and enthusiasm of the service staff. Businesses also get more information at a high price that can be accepted.

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

Attracting customers

The system of electronics supermarkets deploys and applies promotional discount policies that are marketed on communication channels and sales staff.

Enthusiastic attitude and consulting customers about accompanying products and services create a friendly space and feeling of being cared for when going to the world of electronics.

Commitments and convincing instructions on warranty, exchange and repair policies by the system of electronic equipment by saving user information make customers feel safe and confident.

Customer retention

Taking care of customers in modern times is not just the task of one person or a group, but the task of an entire business. The use of CRM system has helped electronics supermarkets no longer have to worry about how to make customers satisfied and loyal to the business. CRM is a tool to implement a customer satisfaction strategy in a systematic and normative manner. CRM helps electronic systems control, maintain and increase customer satisfaction, thereby helping to increase sales. Besides, it also helps the Marketing, sales man and customer service team to be better managed, thereby helping to reduce costs and increase management efficiency. Thereby creating the results achieved when using the CRM system in electronics supermarkets:

- There is a customer database information system, the data is regularly updated and stored for support and customer care.
- Customer interaction programs are held regularly, attracting customers' participation.
- Implement special discount policies for VIP customers

and member customers.

- Provide complete and timely information to customers about products, quality, prices... on leaflets and websites.
- Customers' needs are satisfied, customers are satisfied when shopping at electronics supermarkets.

2.3 Features of CRM system at electronics supermarkets

With functions of administration, information exchange, contract management, job support, analysis, planning, declaration and management. In the CRM system, the business's sales staff can easily recognize many potential customers, 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. CRM software also helps the company's management review and evaluate the performance of employees to come up with reward or discipline policies. In addition, CRM software with a full range of business management functions from personnel to products, inventory, customers, purchases, sales, marketing support, membership card management, promotion commerce, detailed and accurate reporting system.

The outstanding point when using the CRM system of electronics supermarkets that many customers have experienced is owning the accompanying products and services:

- Customers can find out, view product information on the store's website, want to update the address of Dien May Xanh supermarket in the area where they live and work, customers are also advised by the call center staff for support when contacting the phone number of Dien May Xanh. Through Dien May Xanh switchboard phone, customers also know recruitment information, promotions, after-sales quickly and conveniently.
- Moreover, when ordering goods at Dien May Xanh supermarket, besides choosing quality products, customers also keep the goods until customers come directly at the store to check and receive goods, free delivery and installation within 2 hours for local customers and 3 to 5 days for remote customers.
- When there is a need to cancel the order, the buyer can immediately contact Dien May Xanh via the sales switchboard 18001061 (free of charge) to confirm the order cancellation.
- Be interested and dedicated to solving customer complaints and disputes.
- Connecting between stores and customers through multi-channels: social networks, Email, SMS and call center.
- Customer's personal data will be stored until request to cancel or customer log in and perform cancellation. Remaining in all cases, member's personal information will be kept confidential on Dien May Xanh 's server.
- Dien May Xanh system gains trust from customers quickly and sustainably.
- The management system of employees as well as customer information is strictly confidential and has an automation system.

3. Research Methods

3.1. Sources and methods of data collection

The method of collecting sales data, customers, sales rate for the same object. Data collection is a very important step in the research process. Using research methods to exploit

secondary sources of information, based on inheritance of existing studies on the buying and selling market in general, setting up shops in particular and other relevant documents. Sources of information collected from newspapers, specialized magazines and sources from the Internet.

Observation method is a method of collecting primary data about customers, about competitors by using people or machines to record phenomena and behaviors of customers, company employees, and of competitors. The purpose of the observation is to record the behavior and words of employees and customers when they are at places dealing with customers. After observing a certain behavior of customers, we can interview them to get more information about that behavior. Observations can be made by eye, by audio recorder, by video recorder... Observation method gives us objective results. However, the difficulty with this method is not seeing the connection between the phenomenon and its nature.

Interview method is a primary data collection method by interviewing selected subjects. This is the only method to know the opinions and intentions of customers. However, the interview method also has certain disadvantages. It is high cost, time consuming and many times interviewees do not answer or answer dishonestly.

3.2. Research methods

Research methods are used such as statistical and comparative methods, documentary research methods. Statistical method, collecting sales data that took place before the change between this Dien May Xanh system and other Dien May Xanh system and the sales and operation data of the current Dien May Xanh system to compare after changing the system, statistics the sales and operation data of the current Dien May Xanh system to compare with the operation before changing Dien May Xanh systems. Theoretical synthesis and analysis method, analytically studies different documents and theories by breaking them into parts to better understand the subject from which there will be more ideas and knowledge to develop.

3.3. Research process

In order to better develop Dien May Xanh, it is necessary to provide customers with better services, improve the efficiency of customer consulting support centers, and improve the efficiency of product lines. Research processes of Dien May Xanh.

Sales: this can be considered as a main task of Dien May Xanh in sales operations, there are surrounding activities such as: Transactions, mailing labels, emails, quotes, calendars, contracts, shipments, collect payments.

Marketing: When a customer buys a product, that means a transaction has been made, the next step is to establish Marketing plans to entice customers to buy more products of Dien May Xanh.

Service: When customers buy products, the next job is to provide the best services to customers such as: giving gifts on birthdays for the purpose of attracting customers to come back to buy for the next time at Dien May Xanh.

Analysis: When we create a list of target customers or customers who have purchased our products (Customers have made any transactions). The analysis will be considered a key factor for the next Sales, Marketing, and Service jobs such as analysis by age, region, best-selling products, and time.

Collaborative: Provides the ability to interact with customers (phone, email, fax, web, sms, post, in person). This method helps Dien May Xanh interact with customers through all channels (direct contact, correspondence, fax, phone, web, e-mail) and supports the coordination between groups of employees with customer channels. Collaborative CRM is a solution that connects people, processes and data together so that businesses can better serve and keep Dien May Xanh customers, strictly control reviews and comments on attitudes employees working in the system.

4. Research Results and Discussions

4.1. History and characteristics of CRM system at Dien May Xanh

Dien May Xanh has just marked a remarkable journey when it officially announced that it has surpassed 1,000 supermarkets in its 10-year journey. Developing rapidly, becoming the first electronics retail system in Vietnam, covering 63/63 provinces and cities, Dien May XANH has always been at the forefront of providing the best customer service.

Dien May Xanh, formerly known as Dienmay.com chain established at the end of 2010, is a retail chain of consumer electronic products (electronics, refrigeration and home appliances), currently having the No. 1 market share in Vietnam. as of December 2019) with the first store opening at 561 Xo Viet Nghe Tinh, Ward 26, Binh Thanh District, Ho Chi Minh City in December 2010.

From 2010 to 2014, despite the negative fluctuations in the market, Dien May Xanh still grows gradually but surely covering the southern provinces.

With the development in both quantity and quality, Dien May Xanh – a young electronics rookie under the leadership and training of Gioi Gioi Mobile is considered the new wind village of the market.

In 2015, Dien May Xanh opened 66 supermarkets, bringing the number of 20 supermarkets at the beginning of 2015 to 86. Dien May Xanh has continuously made strong moves, ready for a spectacular acceleration arranged at supermarket layout, changed the list of goods, improved sales and after-sales services, changed the name from dienmay.com to Dien May Xanh (May 2015) to all central provinces and Highlands As of July 10, Dien May Xanh has 31 supermarkets nationwide in 19 provinces and cities with a team of more than 1300 employees, becoming the electronics retail system with the largest number of supermarkets in Vietnam.

By the end of June 2016, Dien May Xanh has opened 33 more supermarkets, bringing the total number of supermarkets to 119 nationwide, completing the coverage of 63 provinces and cities nationwide.

In addition, the mini Dien May Xanh model with an area of 350 - 500m² with a flexible layout helps the supermarket space to increase 2-3 times, thereby displaying more items for customers to choose freely.

As a result, this model has helped increase purchasing capacity, thereby increasing revenue, while the costs of space rental or transportation remain unchanged. Mini-markets have "terrible" revenue equivalent to a large Dien May XANH store with an area of 1,000 m², with more than 100 new stores of Dien May XANH opened in 2018 (including new stores and stores that have been transferred). changed from thegioididong.com stores with good sales) bringing the total number of Dien May XANH stores by the end of 2018 to 750.

4.2. Strengths and weaknesses of the CRM system at Dien May Xanh compared to other electronics supermarkets

Strengths

Use support tools to attract unpurchased customers to know about the company's products. Strengthen advertising, promotions, change convenient payment methods, improve distribution channels, promote customer care activities. Post ads on websites with pictures and funny music to entice and attract customers to view information.

Dien May Xanh has a CRM strategy that will target to promote and strengthen the brand. Increase the number of customers for the company, promote product consumption. Dien May Xanh is a famous electronics brand that appeared after Nguyen Kim but has proven its outstanding position compared to other electronics supermarkets. Diversifying products in electronic products, prices suitable for all types of customers with many promotions and good customer care services. Dien May Xanh has a strong marketing strategy with the best online website today. Taking advantage of the abundant financial resources and previous experience of the thegioididong.com supermarket chain to break through and increase its number of points of sale beyond 30.

Weaknesses

- Has not established a strong position in the industry
- The number of stores is small
- Spending too much money on advertising can easily lead to bogs if there are no proper and methodical strategies
- According to the model of a small supermarket, the exploitation efficiency is low, it is difficult to diversify goods and create shopping space for customers.
- Small scale, so it is quite difficult for large customers to travel by car.
- Electronic goods have a high value compared to the income of Vietnamese people, so customers are less likely to buy random electronics while walking in commercial centers.

4.3. Promotion and exploitation of the strengths of the CRM system at Dien May Xanh

Dien May Xanh has created trust, prestige, built loyalty with customers, reflected in sales and activities of Dien May Xanh and an increasing number of customers. With a CRM system, customer service, sales, marketing, management and other departments can all share important information about specific customers, helping to understand customer needs. Dien May Xanh focuses on target customers who are individuals, households and businesses across the country, especially in the peripheral areas, who have a need to use household appliances and electronic devices. Dien May Xanh operates with the criteria of being friendly, easy to use and fully updated with information to support the shopping and reference process at the phone as well as online for customers. Provide complete and timely information to customers about products, quality, prices on leaflets and websites. Customer interaction programs are held regularly, attracting customers' participation. Streamline all the key components of customer interaction. Using analysis & report tools gives green appliance owners and managers a comprehensive view of all the important activities that affect customer satisfaction. Increased ability to keep abreast of emerging trends and models allows Green Machines to develop many initiatives to operate more efficiently and stay

competitive. The most profitable customers and marketing campaigns will be prioritized, which in turn helps to properly allocate costs and limit the waste of resources on unprofitable customers. Today, communication is an integral part of modern marketing. Dien May Xanh has implemented a CRM system that integrates directly with social networks such as Facebook, Twitter to determine where the heavy traffic is coming from and identify emerging trends, or unexpected developments. Dien May Xanh uses the CRM system to maximize the efficiency of using a large amount of information in the database, accurately identifying the customers that the device wants to contact, then conduct other campaigns such as marketing. via email, phone call in a short time. There are 3 departments of Marketing, Sales and Support working together effectively thanks to the CRM system. Dien May Xanh deploys and uses CRM system to enrich products and services. Solving the conflict between the value brought to customers and the profit of Dien May Xanh (because we understand what customers need, we should provide the right products and services to customers)

4.4. Overcoming the weaknesses of the CRM system at Dien May Xanh

Always pay attention to the changing needs of customers. There are separate policies for regular and medium customers, promotions, discounts, gifts ...)

Regularly contact, capture and update information about customers, changes in customer demand for electronic products. It is advisable to attach importance to the training and retraining of highly qualified staff on CRM work.

Set specific and detailed requirements for each department, department, and department, based on the general goals set out initially in the CRM strategy. Supplementing and building a complete corporate culture according to a standard and rules suitable for guest relationship management.

Enterprises need to build a highly interactive working environment between departments, help employees exchange experiences, and promote democracy and empower employees more. Therefore, to have the information collected from customers through CRM becomes meaningful and effective. The opinions of employees, who have many opportunities to interact directly with customers, need to be more appreciated, or the management style and working style of employees in the business need to be changed in order to adapt adapt to the new working environment.

Collect feedback from employees, especially the customer service department, as well as comments from customers. On that basis, evaluate the performance results, the benefits that CRM brings.

Design and integrate the CRM system to adjust the communication and marketing costs of the green electronics system nationwide.

5. Conclusions and Recommendations

5.1. Conclusions

In addition to developing and improving product quality to better meet customers' needs, perfecting the customer care service system, increasing convenience and customer satisfaction is an important job. This is the key to attracting potential customers and retaining loyal customers of Dien May Xanh, enhancing competitiveness, and limiting customer churn.

CRM is a high-tech labor tool, CRM is not only a record of

customer information, but also a comprehensive system to help managers monitor the entire business process of the enterprise. Thanks to the data retrieval and reporting functions on CRM Dien May Xanh can analyze, evaluate and form a list of potential customers to devise more reasonable customer care strategies. CRM also has the ability to integrate with Facebook, LinkedIn, Twitter and Pinterest... these are all popular social media networks today. Not only increasing the brand awareness of Dien May Xanh, using new marketing communication functions to increase sales is also a benefit CRM brings to Dien May Xanh.

In addition, when applying the Dien May Xanh CRM system, it is possible to handle customer problems quickly and effectively. Establishing a good relationship with customers is especially important to the success of Dien May Xanh. The study also pointed out the role of CRM system for Dien May Xanh.

The study also pointed out the general situation of the electronics market in Vietnam today, the formation and development of the CRM system at Dien May Xanh, the strengths and weaknesses of the CRM system at Dien May Xanh compared to the one at Dien May Xanh. with other electronics supermarkets. At the same time, the group also discussed and gave ideas to promote and exploit the strengths as well as suggest solutions to overcome the weaknesses of the CRM customer relationship management system at Dien May Xanh.

However, due to time constraints and no practical experience, the study could not fully cover the formation and development of the CRM customer relationship management system at Dien May Xanh. but only focused on collecting information sources from newspapers and magazines related to the topic. But it is hoped that the solutions given in this study will partly contribute to the formation and future development of the CRM system at Dien May Xanh.

5.2. Recommendations and suggestions

For leaders of Dien May Xanh

Through CRM, leaders can understand what business customers are in need, what needs are, to come up with a general strategy applied to green electronics to attract current and potential customers. product and service quality. Helping senior administrators, mid-level administrators, junior administrators can understand the work they are undertaking, creating a chain linking departments, from administrators to employees. operates at Dien May Xanh enterprise.

Based on CRM, leaders can suggest operational strategies in a test way or quickly implement them to come up with policies and measures, take steps to attract customers to and from customers. ability to become loyal customers of the business. The satisfaction of one or several customers will be a "detonator" for a number of customers to come to the business.

Five captures customer psychology and behavior to build relationships around the subject. Customers are the center, all strategic activities are directed to one purpose: how to bring customers to the business, retain customers, understand the need to offer values that make customers feel satisfied. Not only in preferential policies, products and services. All of the above factors will create consumer behavior and green electronics will be the first name that customers mention.

For marketing, sales and customer service departments at Dien May Xanh

Marketing Department

Marketing explores, identifies, and satisfies human needs through the exchange process. Therefore, CRM will help the marketing department understand the needs of customers and the level of customer satisfaction in terms of product offers and service quality of the business. From there, new solutions and policies are introduced to promote customer demand and generate revenue for Dien May Xanh enterprise. Marketing and advertising promotions for summer shopping. Incentives for loyal customers when buying products, accumulated points will receive rewards from Dien May Xanh. Bringing inventory products to sell quickly, stimulating demand by reducing prices. Marketing and advertising new products, showing customers the value of the product is greater than the value paid.

Sales

Besides the marketing department, sales are the implementation and application of the marketing department's strategies. Sales is the department that performs the task of directly contacting, exchanging, collecting information, understanding the needs of customers when coming to the business. Salespeople need to keep a rude and abusive attitude towards customers. Besides, CRM will also provide information of customers who have or have not experienced shopping services at Dien May Xanh, which is also a secondary database for employees to refer to, to perform their tasks one by one, creating close relationships with customers.

Sales staff need to keep calm, cheerful, vivacious, agile attitude, ability to communicate and grasp customer needs. Promote the customer's purchase process smoothly, communicate enthusiastically and give customers an objective experience of the product.

Customer Care Department

Customer care department based on CRM already has customer's data previously collected, customers have experienced coming to the service and buying and using Dien May Xanh's products. The promotion department creates good relationships with customers, customer care leaves a good impression on customers, the business always has a steady flow. Take care of customers from the moment they come to the business, regularly contact to investigate product status, introduce alternative products to customers. About preferential policies when buying directly at the store, or online. Online shopping will be the future trend, so the customer service department, which will be the first approach to customers, creates the first impression with customers is also the part that goes with customers when shopping online. Shop at Dien May Xanh.

For Dien May Xanh customers

Use CRM to increase the amount of information collected about customers, preferences, customer satisfaction about the services and products that Dien May Xanh provides. In addition to collecting customer information, it is recommended to take advantage of the shopping process, experience, optimize customer value, create service quality, exchange product information, communicate with customers, feel receive the quality of the service they provide and the customer's attitude when receiving the service.

Currently, Dien May Xanh has covered 63 provinces and

cities from North-South, with an increasing number of customers, customer relationship management will be the future trend for all businesses. Enterprises are leading the market, businesses have a large number of customers that need to be cared for and interacted with regularly.

Every day Dien May Xanh welcomes a large number of customers, approaching and exchanging with customers, bringing customers to and experiencing shopping tours, answering all information and questions from customers for the purpose of creating customer satisfaction for green electronics. In addition to the corporate culture, interactive activities, to collect customer information to take care of, learn about customer satisfaction and evaluate service quality.

Dien May Xanh is currently and has surpassed electronics brands such as Nguyen n Kim, Thien Hoa, Hong Loi Nam in terms of both size and customers. Because Dien May Xanh has a uniform corporate culture, the way to welcome customers brings customer satisfaction. The staff can approach customers, but the perception of service and product quality must be assessed by customers. CRM cannot directly evaluate when both are having a conversation, so in order to generate profits, increase sales and increase the number of customers, it is necessary to grasp directly, create relationships, and impress customers in the future. when performing the service.

Although Dien May Xanh has many operating establishments, each facility has management levels and sales force that are trained through company policy. But it will still be eliminated from the market due to many other problems such as insufficient sales revenue, not much customer information, a decreasing number of transactions, etc. Due to both objective and subjective factors coming from two sides - from the customer or the business. Customers are the boss, the blood of the business, so taking care of creating relationships and managing relationships with customers is essential for businesses. To survive for a long time, businesses need to have loyal customers. To create a large number of loyal customers, businesses need to have policies and measures in customer relationship management. Bringing customers to a business is easy, but creating loyal customers requires a process of creating trust of the business in its boss.

5.3. Solutions to develop CRM system to face future business challenges and opportunities at Dien May Xanh.

In the current development trend of society, the demand for using management systems for businesses is increasing day by day. The market economy and international integration require good and effective management skills. CRM is the best support tool in customer management of Dien May Xanh. And today there are also some software developed according to ERP which are very good tools for managers. Customers play a very important role in the existence and development of every business, especially the loyal customer force. Aware of the growing role of customers, Dien May Xanh is always aware of having to put customers at the center. Especially the development based on the customer point of view of Dien May Xanh. This is the foundation for developing customer relationships for Dien May Xanh.

Support in marketing, sales and customer care and create good relationships with customers as well as increase customer loyalty and expand markets and revenue. Can

compete with other businesses and that's why Dien May Xanh needs to apply CRM system in its business.

It is necessary to integrate a lot of software as well as be flexible in use as well as link between departments in the business for easy management.

Through the integration of multi-channel customer information such as email, phone, social networking. The system helps standardize and store all of the relevant information about the customer. Therefore, Dien May Xanh can strictly manage all its customers as well as its business activities.

The human factor plays the most important role. The first is the leader's role in determining CRM implementation. Next is the role of employees working with CRM, the usual mentality is to resist the change of daily routine. Leaders must show employees the benefits that CRM brings to their current and future work, thereby helping employees to be ready for change.

Cultural and workflow factors: Company needs to build strange culture, if the customer is central to cater for customer care not only sales offices that the company must implement, from the board of directors, accountants, office to guest members. It is necessary to develop a clear workflow before applying CRM.

Technological factors: Should choose CRM web-based application to deploy on the internet to serve work anytime, anywhere and minimize system maintenance.

Build customer data storage. Storing customer data built from scratch will help employees and Dien May Xanh save time and money, but should only focus on exploiting customer data sources. There are many benefits from CRM efforts that promise to contribute to the entire leadership team of Dien May Xanh:

CRM software helps Dien May Xanh to predict future shopping needs, manage key campaigns and execute customer offers as soon as opportunities arise. Dien May Xanh can see benefits when its customers are eager to buy new products and services. In addition, the benefits of customers will also increase significantly.

Customer retention and customer loyalty will be high: Be aware of the huge loss in customer abandonment at Dien May Xanh. CRM can help identify which customers are most likely to be loyal and profitable to deliver service levels. Besides, choosing the right CRM system is not easy, not all CRM systems have the same characteristics when implementing a system. To avoid this situation, Dien May Xanh needs to determine its needs.

Applying the CRM system, means that Dien May Xanh will own a massive data warehouse, always updating information about customers. However, the problem for Dien May Xanh is what can be exploited from these data. Therefore, the information reports are very necessary and useful, it tells Dien May Xanh what to get from customer information, to improve products and services provided to customers.

If we make good use of it, as well as create and create more values for Dien May Xanh from the CRM system, the business will surely reap many benefits, encourage employee morale and as well as satisfy customer.

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