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## The formation and development of CRM system at Thien Hoa electronics supermarket in Vietnam

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### Abstract

This study aims to highlight the problem of the formation and development of CRM system in Thien Hoa. The research topic is studied from documents on CRM system and analyzed the process of formation and development of CRM, to see that the benefits of CRM change over time. Analyze which CRM system is suitable for Thien Hoa and which benefits for Thien Hoa. When using CRM has brought Thien Hoa increased revenue when applying CRM no. Through the analysis of CRM system at Thien Hoa, it is necessary to determine the research method and research purpose to manage customer relationships more effectively because customers are the factors that bring profits to businesses. This topic is very practical to study. For successful research, it is necessary to clearly define how the research is done, where the research process begins and which methods to apply to that process step to produce correct and practical results. Research on customer satisfaction is a very important job and should be done regularly to have solutions to strengthen relationships, create closeness, stick with customers, better

understand about customer satisfaction. customer needs to improve the competitiveness of your business with competitors. Therefore, investment in effective CRM software will continue to grow in the future. CRM brings high efficiency to businesses in managing warehouses and retail points, in order to help businesses save costs, especially CRM software is easy to use, free support and unlimited time. time and features of use. Thus, businesses will be able to access the leading customer information management software in the market without spending extra money on hardware or software. So, it can be said that customers are the key for every business to survive and develop. In front of many choices, customers will choose the electronics store that brings them the most benefits and meets the needs of customers the most. From the above practice, the topic "The formation and development of CRM system in Thien Hoa" is studied to offer some solutions to develop CRM system to confront challenges and opportunities in the future business of Thien Hoa electronics supermarket.

**Keywords:** Formation and development, CRM system, Thien Hoa electronics supermarket

### 1. Introduction

#### 1.1 Overview of issues investigated

CRM stands for 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.

Currently, in the Vietnamese market, the business situation is developing to a new level. Each organization will often have its own, less shared customer database source. Therefore, after-sales customer care is often overlooked because sales staff often change jobs. On the other hand, Vietnamese enterprises have almost no R&D department, so there will be no innovation, creating new and better things to meet customer needs and to guide production and business. sales for the company's products. Usually, Marketing or Sales staff will often keep secrets and rarely share information, so this is the biggest obstacle when applying CRM. Because employees have to regularly update data and information without bringing real practical benefits to them. Most businesses today also lack interest in CRM tools.

The more advanced this life is, the more diverse customer needs are, and the appearance of many competitors. It is for these reasons that businesses need to do how to make customers use products/services to satisfy customer needs. With the times and new trends as now, the enterprise should have a CRM system complete, professional to be able to respond quickly to all the needs of the business, to management of customer relations CRM effectiveness. Customer relationship management system will help sales staff find, manage and track customer information effectively. Provide managers with supporting tools such as statistics, analysis and evaluation of business situation, customer care activities as well as determining the work efficiency of employees.

Therefore, every business owner needs to have a customer relationship management (CRM) system. CRM system will greatly help businesses in increasing customer satisfaction. The CRM system brings the following benefits: one is to store customer information centrally - to store information (name, phone number, email, interests, address, needs) on excel, word helps 80% of businesses enter data manually and reduce the risk of losing and misclassifying information. The second is to track employee productivity - improve work productivity and manage employees easily at the end of the week/month. Thirdly, manage customer care more professionally – send Email Marketing / SMS on special occasions of guests, reminding not to miss customers. Fourth is to increase sales - save information and transaction history for businesses to build effective marketing strategies.

### 1.2 The urgency of issues investigated

For businesses, their most valuable asset is their customers. They are the ones who pay the employees. If the business is not dedicated, caring, attentive, and delicate to them, it is considered that the business has lost this invaluable asset to the hands of competitors. And especially indispensable is CRM. CRM helps businesses approach customers, understand their needs and desires. CRM also helps businesses simplify the working process. Therefore, we choose the topic "The formation and development of CRM system in Thien Hoa" to be able to learn more about CRM and especially concretize CRM at this Thien Hoa company.

### 1.3 Objectives

The research objective is to study the theory of information systems and CRM models. Research on the concept of information system, the concept of CRM model, the process of forming and developing the CRM system, the benefits as well as the application of the CRM system in Vietnamese enterprises. The model will bring benefits to businesses in the business process and propose some solutions to develop a CRM system to face future business challenges and opportunities at Thien Hoa. From there, businesses can better understand how to operate and manage the customer relationship management system. Ways to collect and process customer information at Thien Hoa electronics store before and after applying the CRM system. Businesses will better understand the issues of roles, functions, and steps to apply CRM in the business. Thanks to CRM, businesses in Thien Hoa will store a large list of customers and any important information related to their customers. Thien Hoa provide customer information to a new employee who does not yet understand the customer's preferences and

problems. The CRM will do this, by providing detailed customer information to any employees authorized to access the data. When a problem occurs, as soon as the customer contacts the company, the CRM will make it possible for the company representatives to retrieve all available activities related to the customer's purchases to find out. get the problem solved as quickly as possible. CRM will help automate daily tasks to reduce business time in customer care. The CRM system stores information in one place leading to data analysis so that Thien Hoa businesses have the ability to generate automatic reports to maximize the company's time to make accurate business decisions and faster for Thien Hoa.

## 2. Rationale

### 2.1. Overview of the CRM system

CRM has 4 main points that form a closed circle in the operation process and we can start from any point, just take the customer as the center:

*Sale:* Sales is considered the core of CRM, in sales it performs tasks such as transactions, mailing labels, emails, quotes, appointment booking, contracts, sales or debt management, collect money.

*Marketing:* includes marketing - creating, exchanging goods, services, ideas, solutions. Value to customers to satisfy their needs in order to make a profit like traditional marketing - when the market and production are not yet developed. Current marketing - market, customer tastes are the decisive factors in production and business.

*Services:* Enterprises need to provide the best services to customers such as giving gifts, sending congratulatory messages/emails, etc., in order to attract and create sympathy with customers so that customers can return to purchase. or recommend to others.

*Multi-channel integration:* When integrating customer's phone, email, fax, web, SMS right on the software. Then, CRM can help businesses interact with customers through channels (directly, mail, phone) more easily. From there, support and coordination between staff groups and customer groups. Multi-channel integration is the solution that links people, processes, and data together. Thereby, businesses manage and take care of customers better.

### Points to note when implementing a CRM system

*The human factor plays the most important role:* First, leaders have a role to play in having the determination to implement CRM. Then there are departments in the business that implement and work with CRM processes and CRM software. Leaders must help employees understand the benefits CRM brings to their current and future jobs so that employees are ready for change and implementation.

*Cultural factors and working processes:* The company needs to build a corporate culture, see customers as the center to take care of. This does not stop at the sales and customer care department but also of all departments in the company. Departments need to link and cooperate with each other for the most effective CRM. CRM cannot succeed without a complete, complete picture of the customer. For example, if the sales department does not provide complete information about customers to management and production, the CRM plan cannot be successful.

*Technological factors:* In the process of implementing CRM, using technology, software and systems is extremely important to help the management, implementation and

monitoring process more effectively. Therefore, businesses need to consider choosing the right software. In the process of management of and care for the CRM software is the software used most optimal. If possible, choose a reputable supplier or industry-specific software.

### Contents of CRM

Building customer database - storing customer-related information to help operational management and decision-making. Analyze customer database to capture information, classify customers, invest in customer relationships, find potential customers. Classification and selection of target customers to discover customers that are likely to bring long-term profits. Interact to differentiate in service care and build customer relationships to satisfy them superior to competitors. Controlled evaluation of customer relationship management based on internal criteria and external customer-care instead based on financial indicators.

### Purpose of CRM

Provide customers with better services, improve call center efficiency, help salespeople fulfill orders faster, simplify marketing and sales processes, develop present new customers, increase revenue from customers.

### 2.2 The role of the CRM system in the business strategies of supermarkets machines

Management of all the relationships and interactions of Thien Hoa with customers and potential customers. Improve business relationships, helping the company connect with customers, co-management processes and improve profitability. Thien Hoa focus its relationships with each individual - including customers, service users, colleagues or suppliers - throughout Thien Hoa's lifecycle with them, including finding customers new business, win the opportunity to partner with the business, provide support services throughout the relationship. CRM allows you to store customer and prospect contact information, identify sales opportunities, record service issues, and manage marketing campaigns, providing information on every interaction. customer for any period of any of the company may need. CRM can give a company a clear overview of your customers. The system shows you the customer's past history with you, the status of their order, any outstanding customer service issues. Marketers can use CRM to better understand upcoming sales or prospects, making forecasting simpler and more accurate. Marketers will have a clear vision of every opportunity or lead, clearly showing the journey from need to sale. Using CRM as a sales and marketing tool, the customer service team is seeing great benefits using the system. Customers can contact the company on a range of different platforms including phone, email or social media Facebook, Zalo - ask a question, follow up an order or contact about an issue. service subject. Help companies find new customers, win business, and keep customers happy, by organizing customer and prospect information, building stronger customer relationships, and growing the business your relationship faster, so that Thien Hoa can better understand its relationship over time.

### 2.3 Particularities of CRM systems in electronic supermarkets

*Customer-oriented:* Thien Hoa CRM provides a

comprehensive view of each customer, through which it is possible to classify customers into groups with different criteria, and define separate policies for each of those customer groups. With CRM, the company can know when a customer has purchased their products, how much money has been spent to buy your goods, whether they are satisfied with your products and services, whether they want and what more needs... CRM will establish communication channels with customers such as email, phone calls, reminders of customer anniversaries as well as provide tools for you to control the execution of the department. sales department, from which your customers will always receive the best care, the best satisfaction.

*Automating business processes:* CRM is not only the recording of information about customers, but also acts as the Company's online sales office. With the features of a collaborative working system, CRM helps to quickly organize the online sales department, create sales teams with work assignment and maximum control for each group, each salesperson. right on the system.

*Diverse features:* CRM provides Thien Hoa features ranging from the management of the internal as organizational business unit, product, supplier to manage detailed information about customers, contracts, products, partners, revenue/cost estimates, business results statistics.

*Maximum simplification:* CRM is designed towards maximum simplification, applying the latest technologies so that information technology is really a useful tool, not a burden for businesses or increasing the depends on the company's technology to make the most of your store's time with customers - that's the design criterion of CRM at Thien Hoa.

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

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

## 3. Research Methods

### 3.1. Sources and methods of data collection

#### The software CRM

*Salesforce:* This \$37 billion company essentially invented Web-based CRM and has dominated the market for a long time. Salesforce CRM integrates with a number of other services such as Chat (on corporate social networks) and can work on devices using iOS and Android operating systems, sales administration, Marketing management and administer the services that this Web-based CRM system provides, which functions only in the cloud.

*Microsoft Dynamics CRM:* Microsoft (like others) followed Salesforce into the CRM market with a 6.3% market share, equivalent to \$1.1 billion in 2012. The biggest advantage of this customer service software is that it Integrated with other Microsoft applications, from simple apps like Outlook and Office to resource planning apps like Dynamics GP, this system simplifies tracking an account's email, a contact, or a sales opportunity. *HubSpot CRM:* HubSpot is an American-based company that develops and sells software for Marketing and Sales. HubSpot is also the name of the software (All In One Marketing) that provides all the tools



you need to run a HubSpot CRM campaign.

**Sugar CRM:** Founded in 2004, SugarCRM offers a lightweight, open-source CRM platform that has proven its popularity among small and medium businesses. SugarCRM has both a download and a cloud version and ranges from \$35 to \$150 per user/month, or you can buy it right away. SugarCRM has mobile apps for iOS, Android, and BlackBerry operating systems. The desktop version integrates with a number of email, calendar, and file management applications, including Outlook, Gmail, Lotus Notes, Google Apps, and Box.

**Freshsales CRM:** Freshsales CRM is a simple yet powerful CRM platform that is a great starting point for small and growing businesses. Freshsales is a CRM tool aimed at businesses thanks to its affordable price and easy-to-use interface. Overall, although it is still inferior in some aspects when compared to other CRM tools like Apptivo and Zoho CRM, but Freshsales is still a very worthwhile application for businesses, especially medium and large enterprises. small, can consider options.

**Insightly CRM:** Founded in 2009, Insightly offers a Freemium cloud-based CRM software solution for small businesses. Insightly claims to have more than 350,000 people using its service worldwide. The starter version (\$29/month), the premium version (\$49/month), and the professional version (\$99/month). Tight integration with Google applications, Gmail, and Google Drive has helped Insightly grow quite quickly. Support for Google services is still evident, but now Insightly is also integrated with Evernote, Office 365, Outlook, and MailChimp. Insightly's mobile app can run on iOS and Android devices.

**Apptivo CRM:** Apptivo does a great job of checking all the user's CRM boxes. A nice price, friendly interface, and plenty of customization make it an easy choice for Editors, especially for small businesses looking to get started on CRM quickly. Apptivo is aimed at small and medium-sized businesses (SMBs), as it is both easy to learn and not too difficult for the budget.

**Zoho CRM** Zoho CRM is a Freemium offered by Zoho Corp., the company was founded in 2005 and CRM software announced its Web platform in 2006. Zoho CRM offers free version for three users and cost between \$12 and \$35 per user/month across three different support levels (standard, pro, and premium). Zoho CRM mobile apps run on iOS, Android, and Blackberry devices.

**Creatio CRM:** Creatio (formerly bpm'online) is a unique synergy of intelligent CRM and BPM platforms for marketing, sales and service automation. Give users the ability to view marketing, sales and service activities through a single CRM platform. Creatio offers three integrated products, which can be used separately or in a single CRM package - Marketing Creatio, Sales Creatio, and Service Creatio. Currently Creatio operates in 110 countries worldwide.

**Veeva CRM:** Veeva CRM is different from all the customer care software solutions in the world on this list by being specifically built for the life science (pharmaceutical and medical device) industries and is the only CRM solution with a unique set of legal requirements and challenging sales applications. The cloud-based Veeva software can track a customer's prescribing habits while still complying with industry regulations. Veeva CRM is built on top of Force.com, but is completely different from Salesforce's CRM software. The company recently had a successful IPO

on the New York Stock Exchange, and this may prompt other companies to start thinking about customer service software solutions for their customers. specific industry.

### 3.2 Research methods

**Analytical and Synthetic Research Methods:** Read the Customer Relationship Management textbook to analyze the theory contained in the book as well as references on the internet to understand the problem of the CRM system. From analyzing the problem clearly, then synthesizing to give the research results and recommend the limited issues.

**Data collection method:** In this method, the researcher needs to collect secondary data. And based on that to analyze the research problem and draw conclusions

**Comparative method:** comparing the traditional customer relationship management in Thien Hoa with the modern CRM system has brought great benefits to Thien Hoa, saving costs for Thien Hoa. Hoa. From there, draw conclusions for the study. From the research method, draw conclusions for the research process, conclude and give solutions and recommendations for Thien Hoa.

### 3.3. Process of research

#### *Step 1: Identify the problem to be studied*

Usually it starts with an overview through initial fundamental research (in-office research) or monitoring market movements, it is important to identify the relevant research issue. What stage is your marketing experience at? What do you research to clarify?

#### *Step 2: Choose a research technique*

**Primary data:** This is the type of data that is actually collected directly from the foreign market, mainly through field research This type of research is usually related specifically to your product, done in-market and often followed by in-office research.

**Secondary data:** is data that has been collected by others (for example in books, internet etc) and you collect for analysis at the office. Primary data is less expensive and by using the internet you can find a lot of data from online databases.

#### *Step 3: Make a research plan*

Once you have clearly defined the problem to be researched and the research techniques to be used, you need to establish a "Research Plan" to obtain the necessary information.

#### *Step 4: Collect relevant data*

A major limitation of data collection abroad is that data on specific market areas or specific product groups are often not available because in these countries there are no government agencies responsible for them. responsible for collecting these data on a regular basis.

#### *Step 5: Analyze and transform data into information*

Filter and compare reliable and useful information  
Categorize and avoid getting lost in an information overload  
Organize and match data with the problem to be studied

#### *Step 6: Convert information into applied knowledge*

Explain the cause and predict the problem will occur.

## 4. Research Results and Discussions

### 4.1 Strengths and weaknesses of the CRM system at Thien Hoa

About strengths Thien Hoa has a loyal customer base with high trust for Thien Hoa brand. Acquiring "a core team of people with optimal management skills and the ability to adapt to market changes through customer approach and market analysis in each region". Constantly improving and

building preferential policies for customers in accordance with each time and the shopping needs of customers. Always treat them as smart consumers. Sales and customer care staff always appreciate the dedication. Always aiming for the selection of quality electrical products, in addition to the convenience for customers through policies and quality of service during and after sales. The style and service of each department for the best customer experience. There is a repair service and a strict service quality assessment system: fast delivery service within 4 hours, a 1 to 1 exchange policy in 45 days, etc. to help customers gain trust and love. Always uphold the criteria of "hands-on, dedicated, on-site service". Flexible financial policy with 0% interest installment payment, exchange old for new ownership, discount, gift, free installation. For example, the program "3 NO Installment: 0 VND - 0% interest rate - No waiting". Good cooperation relationship with banking, finance, insurance, real estate, catering, health as added value. Having that multi-channel network system to serve your consumer needs in the most convenient way

Besides strengths, Thien Hoa also has weaknesses such as fierce competition from the electronics retail market. "Consumption of electronics is starting to reach saturation." The trend of e-commerce is developing very strongly, making offline establishments such as electronics supermarkets suffer many difficulties. The density of supermarkets is not as thick as competitors, making the ability to identify brands in customers is not high. Having suffered a sharp decrease in purchasing power due to the impact of the COVID-19 epidemic, despite attracting customers with different incentives and variety, people's fear of crowded places. Retail businesses will not stop planning and pouring money to win the market. Many big players in the industry will acquire each other to create a leading position, causing considerable business pressure. Many products are seasonal, not favored by the weather, the inventory is frequent. Marketing costs are not much. The target customers of the electronics supermarket are almost no longer limited as in the past. The cost in creating, maintaining and enhancing the company's brand equity is not high. Human resources have not shown to have enough skills and qualifications compared to initial expectations.

#### **4.2 Promoting and exploiting the strengths of the CRM system at Thien Hoa**

Enterprises are constantly creating, innovating and constantly developing by improving product value and launching many incentive programs. Sales and customer service staff always appreciate the dedication and enthusiasm. Always aim at the selection of quality electrical products, in addition to the convenience for customers through the policy and quality of service before, during and after the sale. Thien Hoa conquers customers by launching many attractive incentive programs "exchange old for new", "wrong football - price falls", "go to Russia with only one million dong", "member registration-- receive gifts forever". In addition, Thien Hoa also has a repair service and a strict service quality assessment system, fast delivery service within 4 hours, a return policy of 1 to 1 in 45 days to help customers have confidence. and favorite.

Thien Hoa is committed to continuing to bring customers the best shopping benefits with professional service style and attractive promotions. Improve the quality of warranty,

maintenance, delivery, installation and other services. Committed to providing customers with quality products, reasonable prices and reputable brands. Regularly searching, exploiting and distributing new, modern products that are suitable for customers' needs will continue to innovate in all aspects to bring the brand to a more professional and modern stature.

Today, more and more young brands are born. Thien Hoa has had a long time to rise up with its experience, enthusiasm and determination to regain market share to receive the warm support of loyal customers. This wholehearted support is a great motivation for Thien Hoa to gain maximum confidence on the track. Thien Hoa is always at the forefront of social work for the community to share difficulties with people. Thien Hoa has rescued dozens of tons of watermelons during the corona epidemic season to help people overcome difficulties and donated tens of tons of watermelons to all employees. Therefore, with the mission of "customer convenience is the foundation for existence and development", we bring perfection in the best customer care and service.

#### **4.3 Overcoming the weaknesses of the CRM system in Thien Hoa**

Vietnam's economy is in the recovery stage, so the purchasing power of Thien Hoa electronics retail market has the opportunity to increase. Life is developing more and more, so households increasingly need to buy modern machines. Conditioned to keep up with the development of technology. Because Thien Hoa electronics retail market is a "delicious piece of cake", many foreign investors are willing to jump in. Without a methodical strategy, it is easy to be acquired by foreign investors. Support self-service option on website. In addition to the FAQ page, there are a number of other static pages that businesses also add to the website such as: purchase guide page, video feedback, user manual page, background page... The implementation of these static pages helps empower the users. Customers can flexibly and proactively find the necessary information rather than rely on support staff. Thien Hoa's customer care process must be unified and cohesive into one whole. If a counselor can't get all the details he or she needs during a call or interaction, they'll be able to assist with repeating the same information over and over again. The more knowledge the customer support staff has, the more they will improve themselves. Meanwhile, they are more skilled handling of the situations with customers on every request from complaints, praise or inquiry. Listening back to the conversations will help managers identify employee shortcomings and assist them to improve. Continually help individuals improve themselves as well as focus on improving weaknesses. Avoid directing all employees into a rigid process that does not bring high efficiency. Management of data consistency: All information from the warehouse, labor, production processes will be very scientific management. Automatic calculation: quantity of types, number of workers, production time, cost. The calculation is fully automatic, completely accurate and fast, greatly reducing the time and manpower of the company. manual calculations, error situations, etc. Statistics reports: the data will be presented in the form of charts. Information is displayed clearly and scientifically. Data will also be exported in formats (excel, word) and reduce production costs.

## 5. Conclusions and Recommendations

### 5.1. Conclusions

The application of the above CRM steps in customer relationship management at Thien Hoa Electronics will bring positive effects, it not only helps Thien Hoa electronics supermarket identify customers, focus on The right target customers have interaction policies suitable for the target audience and offer separate policies for each customer group, thereby increasing sales, increasing profits.

Customer relationship management not only benefits Thien Hoa Electronics Supermarket but also customers. Because customers and customer satisfaction are Thien Hoa's customer relationship management goals, the relationship between Thien Hoa and customers is increasingly close, customer data is updated as a basis for learning. customer need. Thereby, Thien Hoa's policies and strategies will be adjusted accordingly.

With the meaning of supplementing the customer relationship management program at Thien Hoa electronics supermarket. An overview and introduction to the issue of customer relationship management. Analyze the current situation of business operations and customer relationship management of Thien Hoa electronics supermarket. Based on scientific and practical bases to develop policies for target customer groups to serve the management program customer relationship management.

### 5.2. Recommendations

#### For the leader of Thien Hoa

CRM is software with comprehensive solutions and a closed process, helping businesses reduce costs and implementation time to a low level. CRM is also a tool to manage business personnel with the highest efficiency. Thien Hoa leaders will easily compare business results at different times and predict future business performance. Since then, Thien Hoa enterprises easily recognize the risks and difficulties, promptly offer risk management solutions for their businesses. Also based on the above parameters CRM software system, this is the database for executive management to make important decisions relating to customers of Thien Hoa.

To improve efficiency in work between departments in the company. At that time, Thien Hoa leaders need to equip the company with a software with automation features, the more automation features replace the manual process, the better. Thien Hoa leaders need to aim to find potential customers, then focus on CRM software with features that support consumer research and analysis.

In addition, Thien Hoa leaders need to make employees understand that CRM creates opportunities for everyone, the success rate will increase significantly. Therefore, Thien Hoa leaders need to show everyone a real example when sharing information to benefit all employees in the company. The management must aim to build a corporate culture based on the interests of the enterprise and personal interests. To achieve this goal, employees, who use CRM, must see real evidence that the information they share is used to advance business activities, and acquiring a new partner will help. benefits everyone in the company. It may take a long time, but when building such a corporate culture, Thien Hoa businesses will achieve more than they expect from CRM.

Therefore, Thien Hoa leaders should base on the needs and problems that Thien Hoa businesses are facing and the purpose of using CRM software for businesses to make

decisions about which software is appropriate and accurate. to solve the problem quickly, saving the cost and manpower. Thien Hoa s need to determine its position in the market, accurately orient their customer segments, set target customers, and closely evaluate the activities of the CRM strategy that the business needs. suggest. Thien Hoa can deploy CRM on the cloud computing platform, which is extremely fast and simple: customers only need to register to use the service, pay and immediately have their own application system for businesses. Karma.

#### For Marketing, sales, customer care departments in thien hoa

For the Marketing and Sales Department, Thien Hoa builds a staff to promote the customer service attitude because this is the most important factor for ensuring and improving the efficiency. sales work. The service staff do not run after the immediate revenue but must be dedicated to serving customers, ready to provide them with all information about the company's products, as well as collect all information to give feedback to customers. product design and manufacturing department. For sales work, it is necessary to adhere to the principles of presentation and queuing. The principle of convenience needs to show big things like TVs, refrigerators, air conditioners, fans inside then items like phones are displayed outside. On the principle of priority, select the items that are convenient at a time and are displayed in the most convenient places. Under normal circumstances, the preferred goods are those that bring in high sales and are hot. The principle of ensuring goods is that goods need to be changed frequently between these different locations, even between different times and age groups of customers. Principle of justice is in the shop to arrange road movement of client case management, ensuring the move smoothly and all customers are able to go around the store and see every good displayed for sale.

Regarding customer care, Thien Hoa needs to keep current customers, increase loyal customers, attract potential customers, reduce business costs, reduce the number of customers leaving in order to maintain and expand market share, contributing to increasing market share. revenue. Building a dynamic Thien Hoa image, always standing side by side with customers, ready to serve customers' needs anytime, anywhere to ensure the best quality, the most convenient price, the most convenient, timely with style The most professional service brings outstanding satisfaction. Maintain and develop a team of customer care staff with good working capacity and high working efficiency to be leverage to influence external customer care issues. Continuously improve the quality of human resources and have a strategic human resource development strategy. Constantly modernizing the company's technology community. Regularly exchange information with customers. Resolve customer complaints. Building a regular customer care team, loyal to Thien Hoa. Develop appropriate customer care programs.

#### For thien hoa customers

CRM also plays a very important role when it is ready to take care of customers with the best services offered based on customers' preferences and desires, contributing to promoting long-term relationships between customers and businesses. Helping customers better understand the business. Tracking customer information and obtaining data on



consumer behavior habits will help businesses make the right and appropriate business decisions, thereby increasing customer understanding and making recommendations. Reasonable sales and customer care strategies will help increase profits and provide better service to customers to beat competitors.

Effective customer relations will help businesses maintain a certain number of customers as well as win the trust of new customers so that marketing costs are significantly reduced, other work also takes place. Besides, businesses can also build a systematic and professional workflow thanks to customer management activities that help simplify marketing campaigns.

In today's business environment, tracking, processing and maintaining customers faces many difficulties, and considering the future business development, there are also many dilemmas in the application of a system. CRM will help businesses improve their business situation and overcome challenges to find a new path in marketing or their business with the current times and trends, businesses should have a complete CRM system. professionally tailored to be able to respond quickly to all business needs for effective CRM customer relations.

### 5.3 Solution to develop CRM system to face future business challenges and opportunities in Thien Hoa

In the modern business trend of focusing on customers, attentive and fast customer service is the "trump card" in the race to dominate the market. If the receipt and processing of information, answering questions about products or services explicitly, caring is essential to the quality of customer service, the call center is becoming a powerful assistant of the business in bringing satisfaction to the "gods". Therefore, the investment in building modern Contact Center systems with the function of caring and answering information for customers is increasingly interested by businesses. The fact that Thien Hoa Electronics - Furniture Supermarket System officially opened and put into operation the Information Solution Center - Thien Hoa Call Center from the beginning of April 2012 is a strong affirmation of the operating principle "Thien Hoa – Utilities for every home" of this retailer. As the name suggests, Thien Hoa's Information Solution Center is responsible for receiving and handling all information and inquiries professionally and quickly. of customers and consumers.

The IP Contact Center system invested by Thien Hoa uses modern technology as a foundation to provide many convenient services to customers such as Voicemail, Email/web, SMS allowing to merge customer interaction methods from phone, email, website, to direct conversation via text message (SMS). Along with the use of specialized software (CRM - Customer Relationship Management) and modern technology (IP Contact Center), Thien Hoa will help Thien Hoa to manage the customer database well, proactively measure the level of customer satisfaction. customer satisfaction and satisfaction with the products and services provided.

For many years, Thien Hoa has won the title of "Favorite Vietnamese Brand", why is Thien Hoa so loved by consumers? That is the dedication of the sales and customer service staff. In addition to the selection of quality electrical and electronic products, TNH also focuses on convenience for customers through policies and quality of service during and after sales. We focus on the style and service of each

department to bring customers the best experience. In addition, fast delivery service within 4 hours, return policy 1 to 1 in 45 days, repair service and strict service quality assessment system help gain customers' trust and love.

In addition to conquering customers by launching many attractive incentive programs this summer such as: "Exchange old for new", "Drunk football - Price drops", "Go to Russia with only 100USD", " Register as a member - Receive gifts constantly". Thien Hoa also has a dedicated service staff. Constantly training, learning and improving customer service skills to help Thien Hoa have many new loyal customers. From now to the end of the year, this business will continuously launch a series of attractive promotions as a token of gratitude and commitment to customers who have trusted and accompanied.

Expand the system chain so that customers have the opportunity to shop and experience the conveniences in many other areas. It is expected that in 2018-2020, it will expand investment in chain stores in the Eastern and Southwestern regions so that all customers can have access to Thien Hoa's products and quality. Besides, it is promoting the criteria of hand-to-hand, dedicated and on-site service; Flexible financial policy with 0% interest installment payment, exchange old for new ownership, discount, gift, delivery in 4 hours, free installation. In addition, it also promotes cooperation with banks, finance, insurance, real estate, food and beverage, health to create added value. Customers can connect in that multi-channel network system to serve their consumption needs in the most convenient way.

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