

# AN INVESTIGATION INTO CUSTOMER RELATIONSHIP MANAGEMENT (CRM) MARKET IN VIETNAM

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**Abstract:** *Customer Relationship Management (CRM) is a strategy for managing all of company's relationships and interactions with customers and potential customers. It helps company improve their profitability. More commonly, when people talk about CRM they are usually referring to a CRM system, a tool which helps with contact management, sales management, workflow processes, productivity and more. Customer Relationship Management enables you to focus on your organization's relationships with individual people – whether those are customers, service users, colleagues or suppliers. CRM is not just for sales. Some of the biggest gains in productivity can come from moving beyond CRM as a sales and marketing tool and embedding it in your business – from HR to customer services and supply-chain management.*

**Keywords:** *Customer Relationship Management, CRM, Individual, Business, Management.*