Abstract

The objectives of this study is 1) to minimize data loss and reduce duplication of customer data 2) to be able to add, modify, search and store customer data accurately as well as quickly. Customer data of each salesperson is vary. In addition, there were errors in recording, searching data also takes a more time for customers to wait.

Therefore, Microsoft Excel is applied for customer database. After a trial for approximately one month, it was found that searching customer data took less duration. The amounts of served customers were increased while errors of customer data were decreased.

Keywords: Customer Database / Microsoft Excel / Vorachak Tour Ongkeeching Co., Ltd.