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Comparative analysis of customer service culture at Maplebear Canada International Kindergarten and Kinder Academy

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Abstract

Currently, to evaluate a good preschool for children is not merely a place with full facilities, cool, spacious, but also to ensure advanced educational programs, diverse development curriculum, for children to play to learn, learn to play. Modern preschool education is increasingly focusing on children to let them have fun in their own way. Helps to develop children's thinking ability and creativity. In addition, school must also be a place for children to experience life skills and develop both physically and mentally. Parents and society increasingly expect their children to develop and catch up with the world's children. That requires preschool educational institutions to build an educational environment with modern and advanced learning programs and a team of professional teachers. Preschool teachers need to update the innovations in teaching to create the best environment for children. Not only babysitting and teaching children like before, now

every teacher has to cultivate knowledge to become a true artist. Good pedagogical skills so that children can freely share their thoughts. Let children see the teacher as a true friend. To bring good results in early childhood education requires teachers to have higher skills and be able to implement learning plans for students. This also needs to reinforce the trend of professionalization in preschool education. Special education programs need to have a team of professional teachers who are regularly trained, ensuring that teachers are fully understood and updated with the best development. In addition, teaching aids and equipment need to be invested and prepared to best support children's learning to catch up with the current 4.0 trend. And two international preschools MapleBear Canada and Kinder Academy have met those conditions. The study below is a comparison of two preschools so that people can better understand the two schools and can make the best choice.

Keywords: Preschool, Customer Service, International School, Service Culture

1. Introduction to the research problem

1.1 Research topic overview

Comparison of customer service culture at MapleBear Canada international preschool and Kinder Academy to study customers (access to high-quality preschool services) and service providers (customer reviews) to measure and improve the quality of service provided).

1.2 The urgency of the problem

Pre-school education is closely related to and directly influenced by family and society, children are the future human resources of the country. Therefore, studying the customer service culture at two international preschools MapleBear Canada and Kinder Academy is also a study on issues related to human resources, an extremely important factor for a public career. industrialization and modernization of the country.

1.3 The significance of the study for management practice

Preschool education is the first level of education in the national education system, laying the foundation for children's physical, cognitive, social-emotional and aesthetic development. The skills that children acquire in early childhood care programs will be the foundation for their future learning and development. Therefore, developing preschool education and enhancing school readiness for children are important factors in developing high-quality human resources for the country.

1.4 Research goals and objectives of early childhood education

1.4.1 Objectives of the study

Measuring customer's assessment of service quality at MapleBear Canada international preschool. Measuring customer's assessment of service quality at Kinder Academy international preschool. Evaluate the difference in service quality, service culture and customer service between two international preschools MapleBear Canada and Kinder Academy. From there, propose, propose and offer solutions to develop the customer service culture at these two preschools.

1.4.2 Goals of early childhood education

According to Directive 153 of the Council of Ministers dated August 13, 1966, the goal of preschool education is to educate children on how to play, good virtues, health care, learning for children while playing and learning.

According to Article 22 of the 2006 Education Law: the goal of preschool education is to help children develop mentally and physically, emotionally, intellectually, and aesthetically, forming the first elements for children to enter grade 1.

Physical development: healthy children, well-balanced body, weight and height, able to perform basic movements in a stable manner with correct posture. Ability to coordinate senses and movements: rhythmic movement, know the right direction, perform hand movements skillfully. Have some good habits, good skills on how to stay healthy, how to clean, clean the environment and know how to ensure safety.

Cognitive development: curiosity, love to explore, explore things around. Ability to observe, compare, classify, judge and remember purposefully. Recognize simple relationships of things, surrounding phenomena, some initial understanding of self, environment and society. Have some understanding of reading and writing in 1st grade.

Language development: listening and understanding speech in communication. Recognize a number of emotional states that are emotionally expressed appropriate to specific objects and situations. Follow some simple rules in life. Have a sense of self-service, persevere in performing assigned tasks.

Social-emotional development: bold, innocent, confident, polite in communication. Recognize a number of emotional states and express affection appropriate to specific objects and situations. Follow some simple rules in life. Have a sense of service, persistent in performing assigned tasks. Love your family, preschool and place to live. Quan Heart shares cooperation with those close to them.

Aesthetic development: feeling the beauty in nature, life and in artwork. Having needs and interests when participating in activities: singing, dancing, moving to music, reading poetry, telling stories, acting... and expressing creative emotions through such activities.

2. Theoretical basis of corporate culture

2.1 MapleBear Canada Kindergarten

2.1.1 Corporate culture

At MapleBear Canada Preschool, children will learn in a warm, loving and safe environment that respects the individual development of each child.

Here teachers focus on encouraging children's natural development through modern early childhood education

methods such as learning through play, discovery and hands-on experience, learning-centered methods, and through lessons in the English environment by natural language absorption method.

Students will benefit from a wide range of activities and knowledge, focusing on learning English naturally and meaningfully in everyday activities.

The experience helps teachers here understand that building strong and lasting relationships with parents is important, because schools and families will develop a love of learning together. life in each child.

"Nothing is more important than educating young people."

Maple Bear School's mission is to provide students with a child-centered, safe, and loving educational environment that prepares them for success in higher education and prepares them for success. a passion for lifelong learning.

2.1.2 Organizational culture

MapleBear Preschool Program is built by Canadian education experts on a solid foundation of all aspects of early childhood development: intellectual, creative, emotional, social and physical, baby. learn more effectively. Each child is at the center – whether in a small group or a large class, schools create a healthy environment for children to feel heard and want to speak up, as well as to always be observed. Encourage and make appropriate adjustments in a timely manner to help children increase their self-confidence and promote their own strengths.

Moreover, with an inspirational thought, children "learn without knowing that they are learning". Teachers here create attraction with children through games, songs or extracurricular activities. From there, it inspires children to always want to explore and discover things around them and soon have a positive view of learning activities. The school also uses integrated curriculum and methods. so that the subjects are not discrete, the school supports books that collect important points. In this way, new concepts are taught through planned activities for small groups or for the whole class.

The teacher always observes each child one by one When there are activities going on, children are given the opportunity to explore their own world in a realistic way, at the pace and ability of each child.

In addition, the school also encourages self-expression and creativity in children, creating an engaging, safe and well-organized learning environment, fostering math and language skills to Children acquire age-appropriate skills at each stage of their development.

2.1.3 Service culture and customer service

At Maple Bear, children are encouraged to eat independently and serve themselves, because the school's goal is to help children absorb nutrition to the fullest extent based on voluntary psychology while eating. Besides, the baby's nutrition was consulted and developed by Dr. Nghiem Nguyet Thu - Deputy Head of Clinical Nutrition Department - Vietnam National Institute of Nutrition. The entire process from selecting ingredients, processing to providing food for students is carried out in a closed manner with the strict supervision of the school, ensuring compliance with the regulations on food hygiene and safety of the school. Ministry of Health.

All Maple Bear campuses are located on spacious grounds with airy, clean classrooms and equipped with many modern

learning tools. Children will have enough space to study, play and live, ensuring the comprehensive development of each child. A special thing at Maple Bear is the English library at each school with more than 1,000 books carefully selected and used exclusively for the Maple Bear program. Read and love books.

Maple Bear's curriculum is written by a team of Canadian education experts and is continuously updated. At the preschool level, Maple Bear offers a student-centered English learning system based on Canadian pedagogy.

Currently, the school is offering 3 unique programs, best suited to the needs of the child, using modern, child-centered educational methods.

Global Program: This is a program using all English, taught by native teachers and supported by Vietnamese teaching assistants. **Integration program (East - West Program):** Children will study half of the day in English and the other half in Vietnamese. The class will include foreign native teachers, Vietnamese kindergarten teachers and Vietnamese teaching assistants. **Integrated Program:** The main language used in the class is Vietnamese, including 180 minutes of English lessons and 30 minutes of English drama per week. Classes are taught by Vietnamese teachers and teaching assistants.

At MapleBear Kindergarten, students will focus on developing the following four important foundational areas:

- Language (language and communication ability based on the 4 skills of listening, speaking, reading and writing).
- Knowledge of areas such as math, science, art.
- Skills: include personal and social skills.

Character and behavior: identify the child's character and encourage the development of good qualities. The school also promotes character education for children with the motto "Human of good personalities". The school understands that for the child to be able to develop comprehensively, extra-curricular activities are indispensable. At Maple Bear, children can participate in many interesting activities inside and outside the classroom such as baking, picnics, etc. In particular, the school also has a Show and Tell program that helps promote children's confidence as well as their ability to learn. speech and language. Every year, the school organizes a big concert for children to have the opportunity to show their talents in drama, music and dance/dance.

2.2 Kinder Academy Kindergarten

2.2.1 Corporate culture

Kinder Academy always wants to bring an ideal learning environment for children. The professional team, management and teachers always keep in mind that: "Like a young tree, the baby needs to be cared for and nurtured every day". Therefore, we choose Reggio Emilia & EMS as the two teaching methods and the educational philosophy that Kinder Academy pursues.

The Reggio Emilia approach aims to create opportunities for children to develop problem-solving skills through creative ideas and inquisitive thinking. Meanwhile, EMS (short for English: English, Math: Mathematics, Nature Science: Natural Science) calls on parents and educators to give children the opportunity to test ideas in a variety of ways. different ways.

2.2.2 Organizational culture

Child-centered, teachers rely on children's interests and interests to plan instruction. The team of teachers and education experts at Kinder Academy are always mindful and wholehearted in building a suitable educational environment for children during the important period when children form their personality & learn basic skills. copy.

The Reggio Emilia approach was developed by an Italian educator – Loris Malaguzzi – also a teacher and parents in the Reggio Emilia region of Italy after World War Reggio Emilia's educational philosophy is based on following principles:

- Children need to have some direct control over their own learning;
- Babies need to be able to learn through real-life experiences by touching, holding, moving, listening, seeing and feeling;
- Children build friendships with other children as well as create feelings with the variety of materials that they are allowed to explore;

Children have the right to express themselves in many different ways and opportunities.

One of the important principles of the Reggio Emilia approach to education is the "hundred languages" of children. Malaguzzi depicts children with hundreds of thousands of ways of learning and thinking, through work and play, through creativity, through science or imagination, visualizing. In the approach of the Reggio educational method, teachers are considered as companions in the learning process and as partners of children instead of guides. Teachers are encouraged to facilitate children's learning through planning activities and lessons based on the child's interest, through asking for more detailed understanding, and actively participating in activities together. baby instead of just sitting in place and observing the baby's learning process.

The Reggio curriculum is characterized by short-term or long-term projects. Teachers plan classroom activities, projects, and experiments based on the teacher's observations and how children interact to recognize their child's interest and encourage creative thinking.

STEM is an acronym for Science, Technology (Technology), Engineering (Engineering) and Mathematics (Math). Focusing on these areas at the same time is not only because the knowledge and skills in each of these subjects are necessary for your child's development, but also because these areas have a deep and practical connection with the child. daily life as well as support each individual in the learning process in the most effective way. STEM is an interdisciplinary and applied approach that combines practice and learning based on specific situations.

In the spirit of cooperation, the school encourages parents to assist in school administration, participate directly in the community through specific lessons or volunteer at the school. The learning program is designed to be appropriate for each certain age, ensuring children always feel excited and safe when participating. In their final year of school, starting at the age of 5, the curriculum encourages children to become familiar with simple language and mathematical thinking methods.

With a team of teachers and education experts at Kinder Academy, they are always mindful and wholehearted in

building a suitable educational environment for children during the important period when children form their personality and learn skills. basic.

2.2.3 Service culture and customer service

- **Art and nature**
Discover your baby's hidden potential in music & movement lessons and let her explore the beautiful world by participating in the weekly gardening activity.
- **Cooking activities**
When participating in cooking activities, children have the opportunity to practice and hone their dexterity and concentration to complete a complex task.
- **Science and math**
Get acquainted with numbers or participate in fun experiments. Every day when she comes home, she will show off her new knowledge, isn't it great?
- **Learn pronunciation**
Learning pronunciation is a method of teaching children listening skills and recognizing the phoneme of each word. This way of learning helps children learn how to read, recognize letters and spell English.
- **Outdoor activities**
At Kinder Academy, 2/3 of a child's time is spent in outdoor activities with content designed to suit their needs.
- **Music and dance classes**
The class helps children increase their awareness of sounds and enhance their flexibility through learning dance moves to music.
- **Infrastructure**
The school has a system with modern, spacious and new facilities. The teaching and learning support system is always fully equipped and consistent with the curriculum. (Swimming Pool, Outdoor Playground, Indoor Playground, Library)

3. Research methods

3.1 Data sources and methods of collection

Data sources will be obtained from articles evaluating schooling services at either or both MapleBear Canada and Kinder Academy international preschools and from the internet communication activities of both centers.

3.2 Research methods

Methods of collecting available information: In this topic, the group will search and refer to information from books, newspapers, Internet, specialized journals and a number of scientific research works related to the topic.

3.2.1 Theoretical research methods

Researching documents related to the topic, MapleBear Canada and Kinder Academy international preschool service culture, general issues in the document to build a theoretical basis for the topic.

3.2.2 Practical research methods

Researching documents related to the topic, MapleBear Canada and Kinder Academy international preschool service culture, general issues in the document to build a theoretical basis for the topic.

3.2.3 Practical research methods

Observation method

- Find out on newspapers, media related to 2 preschools

- Searching for information on the internet, with the presence of MapleBear Canada international preschool and Kinder Academy.

Research subjects

MapleBear Canada International Kindergarten and Kinder Academy.

Research scope

Comparing MapleBear Canada and Kinder Academy international preschool customer service culture.

3.2.4 Research process

- Step 1: Determine the research objective
- Step 2: Search for information related to MapleBear Canada international preschool and Kinder Academy
- Step 3: Collect secondary data
- Step 4: Data processing
- Step 5: Report the results of analysis and research

4. Research results and discussion

4.1 Overview of MapleBear Canada and Kinder Academy International Kindergarten

4.1.1 MapleBear Canada Kindergarten

MapleBear Canada Preschool belongs to the Maple Bear global education organization based in Vancouver, Canada. Currently, there are more than 250 preschools and primary schools operating in 14 countries around the world including: Mexico, Turkey, Morocco, India, China, Bangladesh, Brazil, Korea, Singapore, USA, United Arab Emirates, Philippines and Vietnam.

Maple Bear Canadian Education System offers a full range of educational programs based on cutting-edge Canadian teaching methods and curriculum developed by experts for preschool, elementary to high school.

Maple Bear Global Headquarters is located in Vancouver, Canada.

At Maple Bear Global Education, we believe that nothing is more important than educating young people.

Maple Bear School's mission is to provide students with a child-centered, safe, and loving educational environment that prepares them for success in higher education and prepares them for success. a passion for lifelong learning.

- Teachers

Teachers are periodically trained on Maple Bear's Educational Methodology. In addition, the Maple Bear Canada education system periodically assesses the quality of teachers and provides in-depth training and retraining for teachers.

At MapleBear Canadian Kindergarten, teachers are always interested in developing children's fine motor skills in preschool through fun activities such as using pencils, scissors, folding and putting on pants clothes or tongs, thread beads or build towers. This helps to further develop motor muscles in the hands and dexterity of young fingers.

- Nutrition

Maple Bear trusts and chooses a source of clean, quality food from the VinMart system of Vingroup through TopChef Restaurant Co., Ltd. to provide meals for students. With an international standard kitchen system and professional chefs, TopChef has been trusted by parents in terms of the quality of cooking for their children.

With the right strategy of Vingroup, the VinMart system has provided clean, safe and nutritious food to consumers.

Farms growing vegetables, raising poultry, cattle and slaughtering systems meeting VietGAP, GlobalGAP standards, planning production areas according to a closed centralized model and receiving technology transfer from Japan, Israel, the Netherlands has created a successful first step and brought trust to customers. Meals are guaranteed to be nutritionally balanced and delicious for children.

4.1.2 Kindergarten Academy

Kinder Academy Preschool has a curriculum inspired by two methods, Reggio Emilia & STEM, daily activities provide extremely rich learning resources, in accordance with the requirements & standards of the two this method. Kinder Academy Kindergarten - Thao Dien was born out of the concern of a group of domestic and foreign educators, wishing to bring a comprehensive educational environment to children, striving to train enthusiastic teachers and students. have a loving heart.

The school has a system with modern, spacious and new facilities. The teaching and learning support system is always fully equipped and consistent with the curriculum. In addition, the school always pays attention to the nutrition of the children, helping them stay healthy to work and study.

With a team of leaders, teachers at home and abroad who are always dedicated and dedicated, always wanting to bring the best things to children, Kinder Academy Kindergarten will be a good preschool environment for children step by step. go steady in life.

- Teachers

The school has a team of passionate teachers who are always passionate about their profession and love children with all their heart. The team of teachers is dynamic, always learning and cultivating and expanding knowledge. Highly qualified teachers, native teachers enthusiastically support children in the learning and development process.

- Nutrition

Your baby's food source is always guaranteed to be safe and fresh, with a clear origin.

Children's nutrition always adheres to the following 6 nutritional principles:

- Eating Fruits: Fruits are rich in minerals and vitamins necessary for the body.
- Balanced Diet: The baby's body needs to be supplemented with nutrients to develop skeletal mechanisms, muscles and motor energy of the body. Therefore, the baby's body needs to be provided with enough protein, fat, and Carbohydrates according to the needs.
- Eat Enough: Children usually eat when they are hungry and stop eating when they are full. Each baby can eat less or more depending on the body's mechanism.
- Limit Fats: Every organ in the body is fat, beneficial fats are found in meat, fish, olive oil... Absolutely limit your baby's exposure to harmful fats in fast food, confectionery ready-to-eat, fried foods.
- Limit Sugar: Babies need 100 calories in 25g of sugar per day (American Heart Association). Limiting sugar in daily meals will help your baby have a healthy heart, fight obesity and dental diseases.
- Green is Good: Green vegetables are a great source of nutrition for children, helping them reduce the risk of obesity and heart disease. It is an inexhaustible source of vitamins, minerals and fiber.

4.2 Corporate culture at MapleBear Canada international preschool and Kinder Academy

▪ MapleBear Canada:

Currently and Enjoyed to Discover the world around.

Confidence To Be Myself: Children are encouraged to develop according to their own strengths/potential.

Develop a Personal Condition: teachers encourage children to find their own voice and express themselves in a way that is unique to each child.

analytic thinking: children are encouraged to think independently and form their own understanding and perception.

Flexible Accommodation: communication and behavior quickly, quickly adapting to different situations and circumstances.

Creative Thinking: Babies are always encouraged to form the reflex to ask "What if" to find out what is going on around them.

Superior Starting: Children learning Maple Bear are equipped with skills and knowledge to have an outstanding start in primary school, especially English ability.

Global: forming a solid Vietnamese-English bilingual foundation and a culture of behavior, understanding and thinking for children. She is ready to become a Global Citizen when she grows up.

▪ Kinder Academy:

With Kinder Academy, the team of teachers has created a diverse, multi-ethnic - multicultural learning environment:

- Children living in Vietnam, despite their ethnic differences, are equally entitled to participate in fun, study and work activities together;
- Children have the right to decide what they want to learn and choose how they want to learn;
- Developed in an environment that fully supports and facilitates tr3 to explore the world around;
- Learn how to work together to complete multiple tasks or projects;
- Help children develop in a safe environment and freely express their feelings;
- Children learn to become more independent;
- Confidently discover your dream and turn it into reality.

5. Conclusions and recommendations

5.1 Conclusion

Vietnam, we have gone behind many countries in the field of education in general and early childhood education in particular according to modern and advanced scientific methods. In order for Vietnam's educational achievements to meet the new requirements and requirements of modern education, applied research and early education development must be implemented effectively. We need to choose solutions and methods that both successfully apply the experience of other countries and combine with the unique characteristics of Vietnamese people and Vietnamese children, in order to create educational products with At the international level, contributing to improving the quality of the race, fostering talents for the country in the context of global competition for high-quality human resources, we need to: Promote communication to raise awareness among members of the community. levels, sectors, parents and society as a whole on the need to carry out early education for children from infancy to 6 years old - the most important initial stage for physical development, wisdom and talent of

the new Vietnamese people, meeting the requirements of the country in the period of industrialization, modernization and international integration. Identifying the role of education at home is an important component in education for the all-round development of children. Family education must be considered as a part of national education.

Family education is the foundation, school education is an extension of family education, instead of the notion that schools are primarily responsible for caring, nurturing and educating children for the full development of their children. Promote family, clan and community traditions to care for the cause of early childhood education.

The State and social organizations need to prioritize and create all conditions for children under 3 years of age to have access to educational institutions as soon as possible to help them develop their potentials and qualities at the golden stage. This is not only prioritizing universalization for 5-year-old children, but neglecting and neglecting the care and education of young children in kindergarten as today. It is necessary to conduct research and implement early education programs on a national scale in pedagogical schools, preschools and even in families with the goal of comprehensive development of human potential and qualities in education. Physically, intellectually and spiritually right from childhood in the right way according to the policy of socialization, creating conditions for all children to go to school and have equal opportunities to access early education.

5.2 Recommendations and suggestions

5.2.1 Financial

Compared to other preschools in Vietnam, both preschools have relatively high service costs compared to other preschools, making it difficult for many parents to send their children to school and enjoy the best services. yes, both schools should have a policy to support parents so that their children can be educated in such a good environment.

5.2.2 About the facility, branch

Currently, MapleBear Canada International Kindergarten has only 13 branches in 4 big cities: Hanoi, Hai Phong, Da Nang, Ho Chi Minh City and Kinder Academy international preschool has only 1 campus in Ho Chi Minh City. Both schools only focus on big cities, so there are no campuses in other parts of Vietnam, so it is possible that many parents want to send their children to school but there is no nearby school for parents to send their children to. arrive. Therefore, both schools should have a different view and build more facilities so that parents can send their children to school and have such good educational methods.

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