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Comparative analysis of customer service culture at Novaland and VinGroup

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Abstract

A culture of customer service is the cornerstone of business success in a service-based market economy. This article analyzes the differences and similarities between the customer service culture of two leading real estate companies in Vietnam, Novaland and VinGroup. From the

research results received, the article makes some comments and solutions to increase service quality in order to improve the business efficiency of real estate companies in particular and other industries in the economy in general.

Keywords: Service Culture, Customer Service, Novaland, VinGroup

1. Introduction

1.1 Overview of the research problem

Sales service plays a very important role in enhancing the competitive advantage of business enterprises, helping businesses differentiate their service quality image in the minds of customers, maintaining customers. existing customers, increase customer loyalty, attract potential customers. Service is a key activity in the marketing activities of the enterprise in order to direct the management activities of the enterprise to the target customers, to bring outstanding satisfaction to customers when consuming services with good quality as well as in customer service. as it will maintain the trust of customers. Therefore, businesses often focus on their services. Each company will organize services according to different models to attract customers. So how does each company have a service quality or service model to enhance the image of their business in the hearts of customers. Below is a comparison of service culture of two groups Novaland and VinGroup.

1.2 Urgency of the research problem

As is known, service development is a necessary issue in today's 4.0 society. But how to get a good service that satisfies customers' needs depends on the service model that each business organizes. In recent years, tourism and real estate services are facing many difficulties because of old business thinking, after-sales service has not satisfied customers, service attitude is not attentive, service delivery time is not enough. Slow service leads to customer complaints about service quality. Although there were a large number of customers, but with the competition of other businesses in the area, the market share was seriously reduced, attracting new customers was more difficult. Facing the above situation, it is necessary to have innovations in the way of thinking and doing, applying the theory of after-sales service quality management, and applying information technology to customer management, in order to further improve Quality after-sales service creates customer satisfaction in order to retain old customers and attract new customers. There are no documents specifically mentioning tourism and real estate services, so with the topic of comparing customer service culture of Novaland and Vingoup, it will bring a specific view to assess service quality. services of both businesses, and at the same time give the advantages and disadvantages of the services of the two businesses.

1.3 Importance of research for management practice

- Understand the importance of customer service.
- Establish the relationship between company culture and customer service.
- Attract new customers.
- Maintain existing customers, create loyal customers.
- Determine the number of services the business needs to provide to its customers.
- Minimize negative customer feedback.
- Enhance your advantage in the competitive market.

- Reduce business costs maximize profits.
- Can develop better customer care service, maintain the number of customers.
- Businesses can, thanks to this comparison, improve the quality of their services to better meet the needs of customers.

1.4 Research objectives

In the service culture, the customer is always the center, because the products and services developed are always aimed at meeting customer needs. Through the topic Comparative analysis of customer service culture at Novaland and VinGroup, the group has researched and analyzed customer service culture in each business. Moreover, the research goals that the group set out include:

- Understand the importance of a customer service culture and how to build a customer-centric culture.
- Introducing the overview of the real estate market as well as the position of two businesses Novaland and VinGroup in the real estate market today.
- The difference between the customer service culture at Novaland and VinGroup as well as the way both businesses operate to create a foothold in the hearts of today's customers.
- Conduct research and provide information and data for customer care.
- Make contributions to the business for shortcomings in customer care and service.

2. Theoretical basis

2.1 National Culture

The characteristic of Vietnamese culture is the outstanding feature, its own attribute when we compare it with other cultures in the region and the world. Applying the geographical-historical approach, the characteristics of Vietnamese culture crystallize the fruits of labor and struggle for thousands of years to build and defend the nation, including: Culture formed from the ground up, agricultural foundation of wet rice cultivation in river and sea and island regions; upholding traditional family cultural values; bold community and autonomous character of village culture; deeply imbued with patriotic spirit and national - national consciousness; promote feminism; agricultural importance, far from the forest, pale sea; multi-ethnic, unified in diversity; an open, adaptive and harmonious culture of human civilizations.

Vietnamese culture is understood and presented under different concepts:

- The first concept: it is to identify Vietnamese culture with Vietnamese culture, presenting Vietnamese cultural history only as civilized history of Vietnamese people.
- The second concept: Vietnamese culture is the entire culture of Vietnamese ethnic groups residing in the land of Vietnam, only the culture of each ethnic group, no national/national culture.
- The third concept: Vietnamese culture is an ethnic/national cultural community, which is a unified national culture on the basis of diverse ethnic cultural nuances. The concept of nation/nation refers to a sovereign state in which the majority of citizens are bound together by the elements that make up a nation. This third concept is currently the most popular concept by researchers and managers in the field of Vietnamese

culture, so the content of Vietnamese culture will be presented according to the third concept. Vietnamese culture in the direction of national culture.

Vietnamese culture is highly diverse. Although located in Southeast Asia, Vietnam is still considered part of the East Asian cultural region (together with China, Taiwan, North Korea, Korea and Japan).

Vietnamese culture under the concept of a unified national culture on the basis of multi-ethnic cultural nuances is expressed in three main characteristics:

- The first feature: Vietnam has a rich and diverse culture in all respects, the Vietnamese and the 54 ethnic groups have good and correct customs from a long time ago, there are many festivals. the meaning of community life, firm beliefs in beliefs, tolerance in different religious doctrines, rigor and metaphors in language communication, from traditional to modern of literature and art.
- The second feature: The difference in topographical structure, climate and distribution of ethnic and population has created cultural areas with their own characteristics in Vietnam. From the cradle of Vietnamese culture in the Red River Delta of the Vietnamese mainstream with Kinh Ky culture, village culture and wet rice civilization, to cultural nuances of ethnic minorities in the Northwest and Northeast. From the borderlands of Vietnam during the founding of the country in the North Central region to the blend with the Cham culture of the Cham people in the South Central region. From new lands in the South with the cultural combination of ethnic Chinese and Khmer to the diversity in culture and ethnic groups in the Central Highlands.
- The third feature: With a history dating back thousands of years of the Vietnamese along with the later convergences of other ethnic groups, from the indigenous culture of the ancient Vietnamese from the Hong Bang period to outside influences. for thousands of years. With the ancient influences of China and Southeast Asia to the influences of France from the 19th century, the West in the 20th century and globalization from the 21st century. Vietnam has undergone cultural changes. According to historical periods, there are lost aspects but also other cultural aspects added to modern Vietnamese culture.

Some elements that are often considered characteristic of Vietnamese culture when viewed from the outside include reverence for ancestors, respect for community and family values, handicrafts, hard work and filial piety. learn. The West also believes that important symbols in Vietnamese culture include dragons, turtles, lotus flowers and bamboo.

2.2 Organizational culture

Organizational culture is seen as a perception that exists only within an organization and not in an individual. Therefore, individuals with different cultural backgrounds, lifestyles, perceptions, in different working positions in an organization, tend to display that organizational culture in the same or less way. have at least one common denominator.

Organizational culture is concerned with how members perceive and behave within and outside the organization.

At the same time, the culture of the organization is the most

vivid and specific presence of that organization that people can easily recognize. That image can be made up of many factors. Therefore, as long as there is a change in one element, the image of that organization will, in theory, be different. Therefore, theoretically, no organization will have the same culture as another, even though they may have many similarities.

Organizational culture is one of the factors that make up the success and character of a given organization. Building organizational culture exists in parallel with the process of building and developing the business.

The concept of organizational culture includes the following characteristics:

- First, organizational culture explains the nature of interpersonal relationships. In it, each individual as a part of the organization and the organization as a part of the society.
- Second, this concept is related to behavioral control, including implicit standards, experiences, and rules that members must follow.
- Third, organizational culture is a system of values, beliefs, perceptions, and ways of thinking that have been inherited over a long period of history and have been recognized by the organization.
- Fourth, organizational culture is a characteristic of an organization.
- Fifth, organizational culture is a factor that affects performance and helps organizations adapt to the environment.

2.3 Corporate culture

Corporate culture is the awareness, behavior, communication, and qualities found only in an enterprise.

A company or organization is composed of individuals with different personalities, lifestyles, social backgrounds and perceptions. However, when working together for the same business, they have the same frequency in many aspects related to that business. Those commonalities signify corporate culture.

Corporate culture as the identity shirt of a company to the outside, is also a solid pillar for each employee.

+ Elements of corporate culture

Corporate culture is not ambiguous, but is shown through many factors, including intangible and tangible. Such as:

- Behavior, communication, habits of people in the company.
- How company employees perceive and behave with the outside world.
- Internal regulations of the company
- Uniforms, activities, etc.

Human resources are an important factor in creating corporate culture. And every workplace has a different culture.

Building corporate culture

+ Easily integrate when the corporate culture is open

A business that wants to build a strong company culture will always put core values at the center in all aspects of the company's organizational structure and day-to-day operations. But if those values don't align with your personal work ethic, that's a big problem.

The reason is because employees will always enjoy their jobs more when their needs and values match what the company is aiming for. This also contributes to improving

your ability to interact with your superiors and colleagues in the process of communicating and working.

+ Improve productivity and quality of office life

There is always a strong link between employees' quality of work life and their productivity. Quality of life here is understood as mental and physical health, as well as their satisfaction with the business. A healthy company culture can help you get the most out of both.

+ Corporate culture makes employees ready for long-term dedication

Bonuses may be the purpose of going to work, but what always drives you forward is inspiration. I want to be an important part of the company, and your contributions have a positive influence on the overall development.

Company culture can help you do this. One of the biggest advantages of a healthy company culture is its ability to inspire employees, and I am one of them.

2.4 Service culture and customer service

+ *Service culture*

Service culture is not simply a stereotypical approach that businesses take to customer service, it is also a sustainable organizational culture, bridging the gap between workplace culture and always customer oriented

+ Customer service

Customer service is a process that includes decisions and oriented activities in order to improve the quality of customer service, always create a service that meets the increasing needs and expectations of customers, thereby positioning the service. services, establishing long-term and loyal customer relationships with the business and the services it provides.

In fact, customer service is the direction of the company's service activities and businesses to customers. This process includes steps to analyze, understand and resolve the relationship between the service organization and the target customer. Customers become more complex, their needs and desires are more and more detailed, sophisticated, and the quality of demand is also higher.

+ *Elements of customer service*

Through the concept of customer service mentioned in the previous section, we can see that customer service includes elements that are before, during and after the transaction. Specifically:

- Before the transaction: Developing customer service policies, how to introduce and provide documents related to customer service policies; organize the administration apparatus, perform customer service.
- In the transaction: Stocking of goods, information about goods, accuracy of systems, stability of order fulfillment, exceptional delivery capabilities, ability to adjust products and services accordingly with customer needs, substitute products, quick and convenient procedures...
- After the transaction: Product installation, product tracking, customer inquiries and complaints.

3. Research methods

3.1 Data sources and methods of collection

Methods of secondary data collection: collect data from business reports, information from the enterprise's own website, information obtained from the enterprise's customer service department, and articles.,Internet,....

Primary data collection method: using a survey to collect

customer information of Novaland and Vingroup to get actual information on customer satisfaction as well as the quality of customer care services at the two businesses. In addition, we also use online surveys to collect as quickly and as much information as possible for the issue of "Comparative analysis of customer service culture at Novaland and VinGroup"

3.2 Research Methods

To collect data for the topic, two big real estate companies like Novaland and Vingroup need big data sources and because the data is secondary, the information is a lot, so the main method of collecting this thesis is to collect data. The subject is the method of document analysis.

The method of qualitative analysis is to extract the basic ideological content of the document to find out the problems related to the research topic and to determine what problems have been solved and which have not. are solved to find the problems related to the topic.

Quantitative methods are ways of grouping signals and finding cause-and-effect relationships between groups of indicators. Based on the information of qualitative analysis so that we can answer questions about the importance of service culture as well as customer care service at Vingroup and Novaland.

3.3 Research process

From the methods listed to use in the thesis, we begin to study the factors that make up the service culture in the two leading real estate enterprises in Vietnam.

Using the secondary data obtained to detect and compare, first of all, the potential, people, and internal and external environment of Vingroup and Novaland. These data must be carefully screened and informative. Objective, specific. After having statistics from this secondary information, we go to check and statistics the primary information.

How do people evaluate customer service at these two businesses, what elements of the business are they satisfied with, and what strengths make Vingroup superior to Novaland and vice versa.

These data also need to be screened and compared with available data on official information sources, business websites, .. to get the necessary objectivity.

4. Research results and discussion

4.1 Overview of Novaland and Vingroup

4.1.1 Overview of Novaland

NOVALAND Group - Vietnam's leading real estate developer with high-class apartment projects in central location and hundreds of hectares of urban areas with NovaWorld, NovaBeach, NovaHills,... creating trust for customers row.

Established on September 18, 1992 (formerly known as Thanh Nhon Trading Co., Ltd.), Nova Group operates in the field of manufacturing and trading veterinary medicine, aquatic medicine, building villas for rent. In 2007, the Group restructured and consolidated the companies into 2 groups. The chairman and founder of NOVALAND GROUP is Mr. Nguyen Thanh Nhon.

On the journey of nearly 30 years, with passion, focus and consistency with the goal, NOVALAND Group has become a reputable Real Estate Investor - Developer with a diversified product portfolio including apartments, villas, townhouses, commercial centers, offices, resort real estate at

key strategic locations of Ho Chi Minh City and other provinces.

The achievements of NOVALAND Real Estate Group are recognized and honored through many prestigious awards and titles at home and abroad, demonstrating NOVALAND Group's constant efforts in creating good quality products. Planning at strategic locations, creating an advanced humane community with a comfortable and modern living environment for residents, contributing to the sustainable development of the whole society.

NovaGroup aims at Vision: to be the leading economic development and investment group in Vietnam. Operating in the following fields: Services - Technology - Industry.

Mission: NovaGroup - the connection point for the business community.

"NovaGroup with resources in the Group's ecosystem; connect and support Vietnamese enterprises to create outstanding products and experience services to integrate into the international community.

Novaland Group - a key player in the NovaGroup ecosystem - is a leading prestigious brand in the field of real estate investment and development in Vietnam. On a total land bank of about 10,600 hectares, Novaland Group is currently developing 03 main product lines, including: Urban real estate, Tourism real estate, and Industrial real estate.

After 30 years of establishment and development, Novaland currently owns a portfolio of nearly 50 real estate projects; Not only stopping at residential real estate projects in the Center of Ho Chi Minh City, the Group also strongly invests in a series of large-scale real estate projects, with trend-leading projects and products, having a positive impact on the process of urban development and tourism development in the southern provinces. Novaland is a listed company in the VN30 group, and bonds are listed on the Singapore Stock Exchange.

4.1.2 Overview of Vingroup

Vingroup Group (full name: Vingroup - Joint Stock Company[6]) is a multi-industry corporation of Vietnam. Vingroup was established on August 8, 1993. Vingroup's predecessor is Technocom Group, established in 1993 in Ukraine. In the early 2000s, Technocom returned to Vietnam, focusing on investment in tourism and real estate with two initial strategic brands, Vinpearl and Vincom. In January 2012, Vincom Joint Stock Company and Vinpearl Joint Stock Company merged, officially operating under the Group model with the name Vingroup - Joint Stock Company.

The Group's three key groups of activities include:

- Technology - Industry
- Trade in Services
- Social Volunteering

With the desire to bring to the market products and services of international standards and completely new experiences in modern lifestyle, in any field Vingroup has proved its pioneering and leading role. changes in consumption trends.

4.2 Corporate culture at Novaland and Vingroup

4.2.1 Corporate culture in Novaland

1. At Novaland, all members are aiming for the Vision of a leading economic group in the following fields:

- Real Estate
- Finance
- Creating a tourist destination

- Development of transport infrastructure.

2. All employees understand that: To create outstanding products is a huge challenge, requiring us to constantly strive to improve every day. Novaland brand will have high value when Novaland completes its Mission "Creating Community - Building Destination - Cultivating Joy".

3. All activities of employees are based on core values: Efficiency - Integrity - Professionalism and practical application of the Code of Conduct in all aspects of work in order to bring customers the best products and services. Good products, good service, keep commitments to customers.

4. Build customer passion with the motto "Customer is number 1". Each member of Novaland Group is responsible for customer satisfaction to the highest level.

5. All employees have the courage to take responsibility without blaming others, without making excuses, sacrificing personal interests for the common good, willing to commit for everyone's understanding that: through work will help self-affirmation, help improve self-worth, work promotion, increase income; because everyone understands that: the success of the Group will bring Happiness and Prosperity to the Community.

4.2.2 Corporate culture at Vingroup

Vingroup is the gathering place of elite people of the Vietnamese nation and international colleagues - people with disciplined thought and action, talent and bravery, patriotism and national pride., oriented towards good and has a strong and thorough working spirit for good purposes.

Each member of Vingroup is always proactive, tries to learn, strives constantly to improve himself, always takes the Group's Culture and 6 core values of the Group as a guideline to adjust all behaviors of Vingroup. me.

We are constantly innovating towards the goal of "Elite People - Elite Products/Services - Elite Life - Elite Society". And every day that goes by, all over Vietnam, regardless of day or night, rain or shine, Vingroup-branded works still rise forever. All are still working day and night for a sustainable development of Vingroup, for a better life for future generations.

With the spirit of discipline, Vingroup culture, first of all, is the culture of professionalism expressed through the 6 core values of "MIND - SPEED - HUMANITY". The culture of high-speed, efficient and disciplined work has been instilled in every action of the staff, creating a synergy that has brought Vingroup to a great development in all areas of participation.

Promoting 6 core values, the Group has launched emulation programs such as the movement "Good people do good deeds", the emulation movement to practice effective thrift, the 12-hour training campaign to transform for success. ... Programs help employees change the way they think, work, save time and improve work efficiency.

At Vingroup, each member identifies and considers this place as his second home, where he attaches and spends most of his daily time to live and work. In any role and position, we are always proud to be Vingroup.

4.3 Comparative analysis of service culture and customer service at Vingroup and

Novaland: Thinking customer is number 1 built Novaland in the awareness of each employee, Novaland always has a high sense of dedication to customer care by providing

suitable products, good quality, reasonable prices and real Exactly as promised. All are aimed at bringing the highest satisfaction to customers, gaining trust from the community so that Novaland can become a world-class real estate group with high standing and practical contributions. into the development of the Vietnamese community and society

In 2019, Novaland officially introduced the loyalty program - NovaLoyalty to mark the journey of connecting with customers as well as commitment to continuous efforts to improve the quality of products and services. NovaLoyalty is a gift as gratitude that Novaland sends to loyal customers with outstanding priorities such as: Update information quickly as well as enjoy special discounts from 1% to 5% when delivered product translation; receive valuable gifts on holidays and birthdays; receive resort vouchers with discounts from 50% to 100%; privileged to use special customer care services. With the message of "Sustainable cohesion - Gratitude privileges", NovaLoyalty program not only brings many attractive privileges and valuable gifts, but also is an opportunity for Novaland to create sustainable added value for its more than 250,000 customers.

In 2021 Novaland opens Novaland Gallery - a platform to experience Novaland's real estate projects and a utility service ecosystem from members of NovaGroup, Novaland Gallery is invested and built as a new experience platform. strange, unique - a place to introduce, connect and spread investment experiences - outstanding lifestyle for customers and the community. Novaland Group's representative expects that Novaland Gallery will soon become an "ideal rendezvous" for customers and partners at the end of the year, when a combination of restaurants, cafes, and convention centers comes into operation. along with a series of attractive and selective events will be held here. Through real and virtual reality. From there, customers will be able to choose products that suit their needs in terms of location, home orientation, preferred utility connection, etc. more easily. The launch of Novaland Gallery with a new look will help increase the visual and interactive experience in the process of choosing real estate products for investors. This is one of Novaland's efforts to improve service quality, ready to meet all new needs and tastes of the market.

In addition, Novaland also organizes for customers to experience hot air balloons at Novaland Gallery simulating similar services that are about to appear at NovaWorld Phan Thiet and NovaWorld Ho Tram. Novaland's customers and many famous people will have the opportunity to experience this unique service at their "second home". Activities not only facilitate customers when visiting and experiencing the project, but It also serves for special services when NovaWorld Phan Thiet comes into operation, such as the plan to deploy emergency services by helicopter from the project to partner hospitals in Ho Chi Minh City. Traveling in the air with hot air balloons and experiencing helicopter travel are two of many activities that Novaland is implementing, in order to optimize the experience of investors and raise the level of Vietnamese resorts in the world. world.

Vingroup: With the principle and action of creating products and services of optimal quality, bringing satisfaction to customers at the highest level.

Vingroup has taken actions such as:

- Research, analyze, evaluate and synthesize the needs, desires and aspirations of customers deeply and comprehensively (from the angles: economy, culture,

- politics, society, art).
- Research, design and invest in building a system of products and services with the best quality, meeting the needs and bringing satisfaction to customers.
 - Building a business culture based on the motto "Taking customers as the center", all activities of the Company and employees are directed towards the highest goal of satisfying customers' needs, always putting themselves in the right position. customer's mind to evaluate and review any issues.
 - Develop a system of principles of communication and behavior towards customers for employees, which clearly define functions, tasks and standard behaviors to be performed.
 - Implement customer care programs with many attractive and practical contents, ensuring benefits and increasing benefits for customers.
 - Actively building, implementing (and always accompanying customers) in community-oriented charity programs, environmental protection programs, etc.

In addition, similar to Novaland, VinGroup also organizes a loyalty card program Vingroup Card of Vingroup with a score accumulation rate of 2-25%, which is one of the best membership card programs in the market. this time. The purpose of the loyalty program for membership cards is still to retain customers and expect them to keep coming back to use goods and services next time. And customers who use services and buy goods more often will receive more incentives and discounts. Incentives are shown in the accumulation of points at a higher level when upgrading membership.

5. Conclusions and recommendations

5.1 Conclusion

Vietnam's population has been constantly increasing in recent years, especially the percentage of people with high incomes (over 10 million VND/month) accounting for 1/5 of the population, which has a high growth rate of 1.2%/month. five. With a high level of income, Vietnamese people have begun to pay attention to traveling and using high-class and resort services. This helps to expand the company's market. Besides, the high-quality human resources trained at universities every year on majors in construction and management are increased in both quality and quantity. Plus the force of international students from outside opens up a high-quality labor market for the company.

Conclusion

- The market for high-income consumers is expanding.
- The market for high-quality labor is large.

Politics

The relationship and activities with politicians is an important thing to help the company grow steadily. Therefore, it is necessary to evaluate this factor. Vietnam is highly regarded for its political stability, which creates a premise for economic development. In addition, there are preferential policies on tax and loan interest for effective Vietnamese businesses, focusing on real estate investment. This is an opportunity to access cheap capital and increase the company's income. Besides, the influence from the administrative management mechanism is a risk that can affect the company's operations. If used well, it can help the

company get good projects.

Technology

Technology is a factor that helps affirm Novaland's position in providing high-end products. Currently, in Vietnam, most modern technologies must be imported from abroad. This may interfere with the operation of the company

Conclusion: Difficulty in accessing advanced technology.

Nature

With the field of real estate activities of Vingroup, land is considered the most important factor for the company's operations. Especially the beautiful locations and good feng shui. Vietnam is a country with many beautiful and attractive places, which creates an opportunity to develop the company's real estate products. high. As in the central and southern coastal cities: Phu Yen, Ninh Thuan, Binh Thuan.

5.1.1 For the industry and the state agency managing the industry

No one can deny the great and important role of the real estate market to the market economy in our country. The real estate market has formed a "closed" cycle of the "input" elements of the production and business process. Real estate Novaland and VinGroup, when participating in the market, become a special commodity that no state neglects to direct, regulate and control. This is not determined by the will of the state but is mandatory for the entire economy to operate in a healthy and efficient manner.

Based on the characteristics of Novaland Real Estate Center and VinGroup, a basic reason for the need for state management of the real estate market is:

- The State is the representative of the entire people's ownership of land. To be able to form a State Real Estate Center, the first step must be taken, creating a premise for the market for land use rights, which is to assign land use rights to organizations and households to use according to the law.
- State management of the real estate market in order to build a socialist-oriented market economy.
- Our country has gone through a long period with many disturbances, due to wars and changes in policies, so the real estate registration and management in the whole country is very messy. If the state does not manage, make a firm decision and make efforts to improve this situation, it will be difficult for the real estate market in Vietnam to go into regular and standard operation.
- The amount of real estate goods above is always volatile and difficult to control. In order for the real estate market to develop and go in the right direction, it is necessary to manage and regulate the state in the relationship between supply and demand of real estate goods.

The State needs to orient, regulate and control the market, take measures against acts of real estate speculation; creating favorable conditions for economic sectors to participate in the real estate market, promoting the leading role of the state economy in business and stabilizing real estate prices. Early issuance of financial policies to regulate the part of land value added not created by land users, but due to urbanization, infrastructure investment by the state, and conversion planning use the land brought, to serve the

common good.

5.2.1 For leaders of Novaland and leaders of VinGroup For Novaland and VinGroup

Legal in any other field, especially the real estate sector, is always a key factor to create solidity, reliability, transparency and stability. Experts have said that legal is not only important to investors from an individual perspective, but also an important factor affecting the reputation, development of enterprises and the situation of the market in a business. certain cycle.

As for the leadership of Novaland Vietnam, which still has a living land, the economy is relatively positive, the budget revenue is not much short. The Ministry of Planning and Investment is implementing support policies in 2021, so the development potential will be strong with a larger scale, stronger priorities. Investors should stick to the State's macro policies and support policies. 2021 is a year of transformation and positive meaning with new personnel, drastic reform. Vietnam will have to perform well in the international arena

5.2.2 For leaders of VinGroup

The Government's move to tighten credit in the real estate sector as well as concern that land policy may change in the future, leaders of Vingroup said that the more complete, transparent and strict the policy is, good businesses, genuine businesses are easier to do, more convenient and have the opportunity to develop. For example, Vinhomes, the business focuses on developing values and services in the future, not the land.

"Vinhomes is a very decent business, very serious, respecting the law. Then it is an opportunity, not a challenge. We do not divide plots for sale, do not do virtual projects, do not take pictures. The more you do it, the more value you create," said Pham Nhat Vuong at the Vingroup Shareholders' Meeting.

Therefore, Mr. Vuong said that with the tightening of legislation and credit in the real estate sector, authorities such as the State Bank can aim to tighten virtual projects, tighten the story. going to buy land in remote areas, agricultural land to wait for site clearance... As for projects to address the needs of real people, it is impossible to squeeze.

5.2.3 For the customer care department at Novaland and VinGroup

CRM at Novaland understands that taking care of Novaland's customers is one of the important factors. Therefore, Novaland always focuses on investing, improving training quality, Novaland customer care staff is always creative and constantly improving to bring different values to customers.

Besides, Novaland continuously plans to innovate and implement customer care programs to match and bring the most useful things to customers. Specifically, with Novaland's scientific and professional customer care process, existing customer data from small customers to high-class customers, vip customers, residents, shareholders or partners are all designed with private interests.

In addition, with strong potential, Novaland cooperates with service partners to provide many services to customers such as: Design consulting, legal consulting or banking consulting, meeting the needs of customers. row. In

addition, answering questions and giving feedback to customers about all necessary information, providing information about projects or real estate products, etc., and helping customers to access our products. Novaland in the most convenient way.

Novaland's customer service staff plans to deploy and survey and measure customer satisfaction when experiencing high-end real estate products to develop a solution and adjust accordingly. reasonable to bring satisfaction to customers.

CRM is viewed as a strategic software used to learn more about customer needs and behavior in order to develop stronger relationships with its customers. Good customer relationships are central to business success. One of the problems of CRM is implementing the CRM system accordingly, combining it with existing information systems and, most importantly, accepting it by consumers and users. For VinGroup to be successful in business as it is today, it is both a process and thanks to the CRM system.

Through research data, collecting articles to find out the factors that help VinGroup's CRM system work towards business success in different real estate projects of the group, and also find shortcomings and shortcomings in the CRM system of VinGroup as well as the CRM systems of other real estate businesses to overcome.

Thanks to the enthusiastic customer care team, it has brought satisfaction, satisfying the necessary needs in accordance with the expectations of customers before and after experiencing the products at VinGroup. For that reason, VinGroup retains customers who have established loyal customers while attracting potential customers.

With a customer care team who are young people, full of youthful aspirations, dynamic and enthusiastic. Good in expertise and enthusiastic about the profession, dedicated to bringing customers new information about projects, high-end real estate products of the investor VinGroup or preferential programs, project's special sales policy.

Taking care of customers VinGroup is dedicated, enthusiastic and professional, along with attractive customer care programs, sustainably linked with practical incentives that increasingly bring long-term and sustainable benefits to customers. Group's customers across the country.

5.3 Solutions to develop customer service culture at Novaland and VinGroup

1. Customer service training

Both businesses should train employees to empathize with customers, so it will be easier to solve problems related to the service provided to the company's customers. Responding to customer inquiries is always a priority, customer care departments must always master professional knowledge to be ready to support customers through contact channels.

2. Rewards and Recognition

Nothing inspires employees to perform better than appreciation and recognition from their colleagues. Recognizing every employee's efforts in customer service will show how much you care about them.

3. Feedback and surveys

To have a better customer service culture, businesses need to record customer feedback and conduct customer satisfaction surveys. Implementation based on feedback and surveys from customers helps employees instill a deep sense of service culture. It also shows customers how much the

company values their feedback.

In order to have a good development for a business and a growing company, it is necessary to have the elements that are doing well in terms of customer service culture and always meeting the needs of customers in the best way, bring customers comfort and peace of mind when choosing a company. At the same time, the culture of a company is also extremely important. Establishing the relationship between an organization's service and culture creates a sustainable supportive collective. An organization's service culture includes segments of customer service, finance, partnerships, corporate strategy, workflow, and business processes all with the common goal of getting customers. do center.

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