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Comparative Analysis of Customer Care Strategy of Viettel and VNPT

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Abstract

Nowadays, the use of communication services is increasingly popular in localities. Foreseeing this trend, communication service businesses always promote coverage and upgrade infrastructure to promptly serve the needs of customers. Because of the fierce price competition, the policy has made customers always have many choices. In order to have a position in the market and attract many customers to use, besides offering attractive packages,

promotions, after-sales regime, it is also necessary to pay attention to regular customer care. The good customer care, meeting all the needs of customers is not only to retain existing customers but also to develop more different types of customers using the services of the Enterprise. Therefore, the expansion of the care regime will increase the company's position in the market and always have loyal support from customers.

Keywords: Industrial Revolution 4.0, Information Technology, Customer Care, Customer Care Service

1. Introduction

1.1 Research overview

Customers today are faced with a lot of choices of products and brands that provide telecommunications services. Besides the competition in price and service quality of service providers, customers also have more expectations about the care of each unit to perfectly meet customer satisfaction.

Currently, customer care is not simply a warm welcome, quick response to questions, but also serving customers in the way that customers want to be served in a way that is unique to each object. client.

Therefore, the satisfaction of expectations and good care of the unit will increase the competitive position of the unit in the market, increase the file of new customers, maintain the loyalty of long-term customers. and develop a file of future leads.

1.2 Urgency of the research problem

The Industrial Revolution 4.0 (CMCV 4.0) is considered an important development in the development of the country and society. A strong developed country must have strong telecommunications - information technology infrastructure. So, Countries are accelerating research, development and construction to meet this requirement

Telecom companies in Vietnam such as Viettel and VNPT are developing infrastructure and fiber optic cables to serve as the foundation for Industry 4.0. VNPT is the oldest enterprise with the most complete telecommunications and IT infrastructure in Vietnam. Viettel has a later formation but has also caught up with the progress because of the drastic investment, as well as the continuous learning and application of international software and technology for rapid development.

Besides the perfect development of products and services, effective customer care is also a key factor in satisfying customer needs. However, customer care services of VNPT and Viettel have not been more advantageous due to the lack of professional customer care solutions. Both VNPT and Viettel want to become the No. 1 position in the telecommunications and information technology service business. attract potential customers.

1.3 Implications of research for management practice

The results of the study of customer care strategies of VNPT and Viettel will show us the current customer care situation of the two businesses to find out strengths and weaknesses to propose solutions to improve customer service. improve the quality of customer care services of each business.

1.4. Objectives of the study

The basis of customer care strategy analysis to re-evaluate the current situation of customer care of VNPT and Viettel to find out strengths and weaknesses in the care process and propose solutions to improve quality. customer care services of the two

units to retain existing customers, develop new customers, improve customer satisfaction, reduce business costs, thereby helping businesses develop sustainably, improve high competitiveness in the market. Increase revenue and expand market share.

2. Theoretical Basis

2.1 Customer concept

“Customers are the business's market, and at the same time, customers are one of the forces - the most important factor that determines the marketing activities of the business. Every change in customer needs and purchasing decisions forces businesses to rethink their marketing decisions.”

In any business activity of the enterprise, customers also play an important role. Therefore, if you want to have a successful business, the customer must always be placed at the center of the business, which means that the business must understand and act on the needs of the customer. Customers are the most important asset even though their value is not recorded in the books of the business, so businesses consider customers as capital, which must be managed and promoted like any other source of capital. Businesses are always looking for ways to maintain and find new customers, one of the most effective ways is to perform customer service activities. The business that gets the customer's attention wins.

2.2 Customer classification

Customer classification is the arrangement of customers who share some common characteristics into a group. This work will help businesses have an accurate and effective business orientation, minimizing the offer to customers who really have no need to buy products. Every business can have five types of customers.

Customers are consumers: Individuals, households, groups of people, collectives that buy goods and services for consumption for their lives.

Customers are manufacturers: Are individuals, economic organizations, businesses that buy goods and services of the company to resell for a profit.

Customers are intermediaries: are individuals and organizations that buy the company's goods and services to resell for a profit.

Customers are public institutions and other organizations: This customer buys the company's goods and services for public consumption or transfers it to another organization or person in need. Institutes, schools, humanitarian organizations, donor organizations... belong to this group of customers.

International customers: Including foreign customers. They are consumers, or intermediaries, producers, and state agencies. (Duong Nguyen, Anh Tuan, 2005).

2.3 Role of the customer

At present, in the context of the market economy is developing strongly, when competition is becoming more and more popular and fierce, customers have a very important role for each business. Customers determine the success or failure of the business. Many businesses have affirmed that customers are the most important asset to them. Goods and products produced and traded on the market must have consumers. If there are no customers, the goods will not be sold, leading to the business going bankrupt. In the market, every item has many suppliers,

substitute products are also very diverse. This is what gives customers choice. The business that provides the most suitable products and has the best care policy will be chosen by customers. If customers are not satisfied with the product or service of one business, they are willing to look to another business. Thus, if the product cannot be sold, it will lead to the business' loss of revenue, even if the business is not accepted in the market.

Businesses exist by providing goods and services in the market and they have no choice but to compete for customers, the survival of the business depends on the customers. Customers have the role of consumers of products and services, who bring profits to businesses (Chien, 2017) Deciding what to produce, how to design, what quality, quantity, price how much...these issues can not be decided by the business itself, but depends a lot on the needs and tastes of customers. From there, new businesses decide to invest, build production and business scale to suit their capabilities and meet the needs of the market.

Along with the correct awareness of the role of customers in the existence and development of businesses, today customer care is very focused, ensuring the success of any business. The term "customer service" is often understood inadequately as the enthusiastic welcome to customers by sales staff. However, contacting customers is only one part of a business's customer care strategy. In the most general sense, customer care (or customer care service - Customer Care) is all that is necessary for a business to do to satisfy the needs and expectations of its customers. customers the way they want to be served and do what is necessary to keep the customers they already have. (Nguyen Ngoc Anh, 2018). According to administrators, customer service is the accompanying activities to complete the transaction process. Products are tangible or intangible with customer care attached. From the point of view of production organization, customer care is related to activities that add value to the basic chain of activities of the enterprise. (Nguyen Ngoc Anh, 2018).

Customer service is not only a polite and friendly attitude when dealing with customers. Customer care is also not only the work of employees who directly contact customers, but customer care must be performed on all aspects of products and services provided to customers. Like marketing, customer care activities must also come from practice, through the process of summarizing practical experience, generalizing into theory.

Customer care needs all efforts of the business, in order to better satisfy the wishes of customers in the process of using products and services of enterprises. In competition, businesses will do all they can to minimize costs, but they do not hesitate to spend on customer care activities, because it is a strategic investment to attract customers. customers, creating a competitive advantage. Currently, customers often consider customer service activities as an important criterion to decide to use services of enterprises. Moreover, the cost of customer care activities is a cheaper form of market research activities. In order to achieve the necessary revenue from investing in customer care, businesses must satisfy 3 conditions: customer satisfaction, operational efficiency, and the ability of the business. Customer care is a marketing activity and, along with other marketing activities, it also aims to satisfy the needs of customers to achieve the goals of the business. (Duong Nguyen & Anh Tuan, 2005).

In customer service activities, businesses often give special care to large groups of customers. According to Pareto's law (or 80/20 rule), the law of important few and the distribution of factors, which states that in many events about 80% of the effects are caused by 20% of the causes. Corporate governance thinker Joseph M. Juran proposed this rule and named it after the Italian economist Vilfredo Pareto, who observed that 80% of the land in Italy is owned by 20% of the population. This is also a common rule in business, for example 20% of customers bring 80% of revenue. This 20% is important to the business. Keeping this 20%, the business will maintain a relatively stable revenue. Therefore, based on the year-end revenue report, businesses must accurately determine the number of 20% large customers to prioritize care. In addition, businesses can go into depth to identify the top 10% or 5% of customers that are particularly interested (Tung Linh, 2005). With the rapid development of science and technology today, businesses have many advantages in the introduction of very convenient, high-quality products and services with equivalent prices. The more suppliers, the more options for customers to choose. (Duong Nguyen, Anh Tuan, 2005). Using pricing tools to gain control over the market (underpricing competitors) has become obsolete. Because for manufacturers, the price factor has a strong impact on revenue and output, thus affecting profits. Therefore, enterprises cannot use the problem of lowering prices as a competitive weapon, but must develop a flexible pricing policy that both ensures to cover the total amount of waste and ensures profitable business. In today's extremely harsh business conditions, besides the quality and price factors, businesses increasingly tend to use customer service skills as a powerful weapon, expressing their culture and philosophy. own business management, at the same time through which enterprises promote the image of products or services to the masses, thereby gradually penetrating and dominating the market. (Duong Nguyen & Anh Tuan, 2005).

3. Conclusions and recommendations

3.1 Recommendations

On the basis of theoretical research on the good factors to improve customer service as well as analyzing and evaluating, proposing solutions to improve customer care service cuta Viettel and VNPT show the shortcomings, mainly use competitive price method to attract customers but pay little attention to the psychology, behavior, age of consumers, especially the quality of customer care staff is not professional leading to customers. Unsatisfied with the service. Therefore, for loyal customers, both VNPT and Viettel must have changes in policies and customer care regimes to increase their competitive advantage in the market.

3.2 Recommendations and suggestions

One is that relevant departments need to focus on preparation, research, planning, to build a customer care roadmap and implement the solutions offered in an effective and low-cost way.

Senior management needs to have the right direction, so that the implementation is on the right track, bringing interesting experiences to customers using services of VNPT and Viettel. At the same time, provide sufficient information about telecommunications products and services to necessary subjects.

Secondly, it is necessary to have a budget plan to implement effective solutions, retain loyal customers and attract more new customers to use VNPT and Viettel's services.

Focus on training existing human resources and recruiting new employees to prepare for training in customer service.

Finally, update the fastest information to promptly provide services, change factors to create more and more perfect services, more specialized than competitors to make a difference in the care work. customer care.

3.3 Limitations and directions for further research

Limit

Customers are the objects with the most objective view of the quality of services and products of the business. Therefore, the team of consultants and support staff need to have a warm and comfortable attitude to listen to all feedbacks from customers to help the business develop better. Customer care workers need to have the most comprehensive view, which is to clearly understand what features the product they provide includes in order to give convincing arguments to customers in the most objective way.

Further research directions

If you only care about the immediate benefits without caring strategies to retain customers, the business cannot survive and develop. Therefore, when customers use your services or buy and sell products for the first time, businesses need to leave a good impression of the quality of service so that customers can come back next time even more. introduce more new customers to the business.

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