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Organizing Customer Care Activities at World Big4 Logistics Companies: DHL, UPS, FEDEX, XPO LOGISTICS

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Abstract

Logistics is an effective tool used to link international economic activities, ensuring highly effective production and business activities. The application of a global logistics system has optimized the circulation cycle of goods production from the input of raw materials to the distribution of final products to customers, overcoming the negative effects of effects of space, time and production cost factors on international economic activities, thanks to which these activities are always "sticky" together and carried out systematically and effectively. high fruit. The logistics system acts as a bridge to bring goods to new markets according to set time and location requirements. Therefore, with the support of the logistics system, the power of many

companies has gone beyond the geographical borders of many countries. On the one hand, business manufacturers can dominate the market for their products, on the other hand, the international business market is also expanded and developed. Logistics has provided a variety of comprehensive services, not only overcoming previously encountered difficulties but also upgrading maximum customer care and satisfaction services in the most optimal and effective way. In the process of international integration and development, the article provides some information about the customer care services of Big4 logistics companies in the world.

Keywords: Logistics, World, Customer Care, Development, Expansion, Market

1. Introduction to the problem

The logistics industry is an important industry in the global economy. Logistics activities help businesses transport goods from one place to another, meet customer needs and promote global trade. In any service industry, meeting customer needs well is always the top priority of companies. And customer service in logistics is also a top concern in the logistics industry. It is customer loyalty and the rate at which customers reuse logistics services that measure the success in the customer care field of each business. Customer service in logistics is the additional service activities and actions that are provided, acting as added value. With the purpose of bringing more value than the core services that customers need and bringing the most satisfaction to customers. For businesses and business organizations today, they provide additional services to customers in addition to their main products. Customer care in the logistics field plays an important role in building and maintaining relationships with customers. When customers feel well served, they will tend to be satisfied and continue to use the business's services. On the contrary, if customers feel dissatisfied, they can switch to using competitors' services. Therefore, to understand and grasp the quality customer care services of Big4 logistics companies in the world. Our group chose four large companies in the world: DHL Supply Chain; United Parcel Service Corporation; FedEx Corporation; XPO Logistic Group.

2. Theoretical Basis

2.1 Theoretical Basis of Logistics

Logistics can be understood as having the right quantity needed at the right time and at the right cost. It is an art, a scientific process. It coordinates all areas of industrial production, project lifecycle management, supply chain and efficiency.

In business, logistics can be understood as the concentration of both internal and external forces, including the process of moving from the "original manufacturer" to the "final consumer". The main function of logistics includes management. Manage purchasing, transportation, storage along with organizational activities as well as planning for those activities.

Logistics has a concept that originates from the military need to provide for themselves during the movement of troops from the base to the front line. In the military, logistics is managed by experts to see how and what to do. when to move resources to the locations where they are needed.

Currently, there are some mainly used concepts as follows: According to the *Oxford Advances Learners Dictionary of Current English, US Fifth Edition, Hornby, Oxford University Press, (1995)* "Logistics means the organization of supply and service for a certain complex activity " (Logistics - the organization of supplies and services for any complex operations). According to the *5 rights perspective*, "Logistics is the process of providing the right product to the right location at the right time with the right conditions and costs for customers consuming the product". According to Associate Professor, Dr. Doan Thi Hong Van in the book *Logistics Management* "Logistics is the process of optimizing the location and time, transportation and storage of resources from the first point of the supply chain to the final consumer, through a series of economic activities. ". According to Associate Professor, Dr. Doan Thi Hong Van, "Logistics is the art of organizing the movement of goods and materials from procurement, through the processes of storage, production, distribution until they reach consumers." use". According to Associate Professor, Dr. Nguyen Nhu Tien, "Logistics is the management of the movement and storage of raw materials into the enterprise, goods during production at the enterprise and finished products leaving the enterprise".

Thus, although there are differences in terms of expression and presentation, in the content all authors believe that Logistics is the activity of managing the flow of raw materials from procurement through processing, warehousing, product manufacturing and distribution to consumers. Logistics describes the entire movement process of materials and products going into, through and out of the business to the stage of distribution to consumers. It is a process that optimizes operations to ensure the delivery of goods from origin to destination through a transportation chain.

2.2 Theoretical Basis of Customer Care

According to Peter Fdrucker (1954) " Customers of a business are a collection of individuals, groups of people, businesses, etc. who need to use the products and services of the business and wish to satisfy their needs." that". According to Philip Kotler (2003) "Customers are the subjects that businesses serve and are the deciding factor in the success or failure of the business." According to the *Vietnamese encyclopedia*, "A customer is a person who buys or has an interest in or follows a certain type of goods or service, and this interest can lead to a purchase action."

Along with a correct awareness of the role of customers in the survival and development of businesses, today customer service is highly emphasized, ensuring the success of any business. The term "customer service" is often inadequately understood as a warm welcome to customers by sales staff. However, contact with customers is only part of a business's customer care strategy. In the most general sense, customer care (or customer care service-Customer Care) is everything necessary that a business must do to satisfy the needs and expectations of customers, that is, serve customers. customers the way they want to be served and do what is necessary to keep the customers they have.

3. How to Organize Customer Care Activities of 4 Logistics Companies

3.1 Customer Care Stages of 4 Companies

3.1.1 DHL Supply chain Group (DHL)

a. Before purchasing

Group provides many communication channels and customer care services to help customers have complete information and advice when needed.

Website: DHL has an official website with detailed information about its products and services. Customers can visit the website to learn about services, offers and other related information.

Telephone: The Group provides telephone support. Customers can call DHL's customer care number to get advice, answer questions and receive service information.

Online chat function: Some DHL websites have online chat function. Customers can use this feature to chat directly with a DHL customer care representative and get the necessary information.

Product and service information: DHL provides detailed information about its products and services in Pamphlets, reports and other brochures. Customers can request printed copies or download them from the DHL website.

Consulting and answering questions: DHL's customer care team is ready to help customers by consulting on services, answering questions about fees, delivery times and related issues. other.

b. During the Purchasing Process

DHL staff will always follow and support customers through the following steps:

Ordering: Customers can place orders through a variety of channels, including online via the DHL website, by phone or through other communication channels provided by DHL. Customers need to provide detailed information about the order, including information about the goods, size, weight and delivery address.

Order confirmation: Once the order is received, DHL will confirm the information and request any necessary additional information from the customer, such as delivery address and payment information.

Receiving and checking goods: DHL receives goods from customers and checks them to ensure the correctness and safety of the order. This inspection may include checking quality, packaging and compliance with relevant regulations.

Shipping: DHL will handle the transportation of goods from origin to destination. They use their global shipping system to ensure goods are delivered quickly and safely.

Order tracking: Customers can use DHL's online tool to track order status. This tool allows customers to view the current location of goods, estimated delivery time and other related information.

c. After Purchase

Customer support: DHL's customer care team is ready to help customers during the delivery process and resolve order-related issues. Customers can contact DHL via phone or email for support.

Complaint handling: If customers have any complaints after the purchase process, DHL will handle and resolve these complaints according to its procedures. Customers can contact DHL's customer care team to notify and resolve issues.

3.1.2 United Parcel Service Corporation (USP)

a. Before Purchasing

UPS provides customer consultation and support prior to purchase. Customers may contact UPS via phone, email or website to ask questions, request information about products and services, or learn about the ordering process. This includes information about delivery services, prices, delivery times and other options.

b. During the Purchasing Process

Ordering process: UPS offers flexible ordering channels for customers, including online, by phone and through business partners. Customers can choose the most convenient ordering method and channel for themselves.

Freight handling: UPS processes and packages customer goods. They ensure that goods are packaged safely and ensure quality during transportation.

Freight: UPS uses an extensive transportation network, including air, ocean and ground, to get goods from origin to destination quickly and safely.

Order tracking: UPS provides order tracking tools for customers. Customers can track the status of their order and know the current location of the goods and estimated delivery time.

Customer support during the purchasing process: UPS has a professional customer care team and organizes a customer support process throughout the purchasing process. Customers may contact UPS to change delivery addresses, request a receipt of delivery (POD), or resolve other related questions and issues.

c. After Purchase

Guaranteed customer satisfaction: UPS puts customer satisfaction first. They periodically provide customer feedback, receive comments and suggestions from customers to improve service quality.

Complaint resolution: UPS processes and resolves complaints from customers after purchase. Their customer care team will help customers and find solutions to solve problems effectively and quickly.

Post-purchase support: UPS continues to provide customer support after purchase. Customers can contact UPS to request documents, assist with shipping costs, make changes to orders, and other issues.

3.1.3 FedEx Corporation

FedEx Corporation provides comprehensive customer care services, including the pre-purchase phase. FedEx understands that identifying customer needs and providing accurate information is essential to building customer trust and satisfaction.

a. Pre-Purchase Stage

Reach and attract customers: FedEx uses diverse communication channels to reach customers, including television, radio, newspapers, the internet and social networks. FedEx also uses marketing and advertising strategies to attract customers' attention.

Build trust and satisfaction: FedEx provides accurate and complete information about its services. FedEx also provides 24/7 customer support services to meet customer needs.

Create a positive buying experience: FedEx strives to create a positive buying experience for customers, from gathering information to providing service.

The FedEx website provides detailed information about FedEx services, including pricing, delivery times, and terms and conditions.

FedEx offers online tools to help customers calculate shipping costs and place orders.

b. Stage in Purchasing

Pre-purchase advice and support: Customer Consulting Services: FedEx offers customer consulting services so you can learn about shipping services and solutions that fit your needs. You can contact them via phone or online chat for support.

Provide detailed information: FedEx will provide you with detailed information about services, prices, transit times, and additional options such as cargo insurance and order tracking.

Ordering and payment: FedEx offers many ways for you to place orders, including online through their website or through mobile applications. Various payment options: You can choose from multiple payment options, including online payment, credit card, or payment upon delivery.

Track and manage orders: Provides tracking tools: FedEx provides tools so you can track your orders online. You can view delivery information, estimate delivery times, and track delivery progress.

Special situation support: If you need support in a special situation such as shipping important goods or dangerous objects, FedEx offers FedEx Custom Critical service to ensure safety and reliability.

c. Post-Purchase Stage

Receiving customer feedback: FedEx values customer feedback. FedEx has a customer feedback system that helps FedEx understand customer needs and desires.

Resolving customer complaints: FedEx is ready to resolve customer complaints quickly and effectively. FedEx has a team of professionally trained complaint resolution staff ready to resolve all customer complaints satisfactorily.

Provide attentive customer service: FedEx provides attentive and dedicated customer service to customers. FedEx has a team of professionally trained customer service staff, ready to support customers enthusiastically and thoughtfully.

3.1.4 XPO Logistics Group (XPO)

a. Pre-Purchase Stage

Consulting and customer support: XPO Logistics provides information and customer support in a complete and timely manner. XPO Logistics has a team of professionally trained customer support and consulting staff, ready to answer all customer questions.

Create a good customer experience: XPO Logistics strives to create a good customer experience right from the pre-purchase stage. XPO Logistics provides user-friendly websites and mobile applications, helping customers easily find information and place orders.

Building relationships with customers: XPO Logistics focuses on building relationships with customers. XPO Logistics regularly sends updated information about products and services to customers, and organizes promotions and incentives to thank customers.

b. Stages During Purchase

XPO Logistics Group provides outstanding customer service in all stages of the purchasing process, from when customers find out information to when receiving goods.

Delivery stage: XPO Logistics has a team of professional and dedicated delivery staff. Delivery staff will contact customers before delivery to confirm delivery time and location.

XPO Logistics commits to on-time delivery and ensures goods are delivered intact.

c. Post-Sale Stage

XPO Logistics provides customers with 24/7 customer care service. Customers can contact XPO Logistics via hotline, email, or social media channels for support in case of damaged or delayed goods.

XPO Logistics is committed to solving all customer problems quickly and effectively.

Below are some highlights of XPO Logistics Group's customer service:

- Complete and accurate information
- Many options to order
- Process orders quickly and accurately
- Deliver on time and ensure goods are delivered intact
- 24/7 customer care service
- XPO Logistics is committed to providing customers with a great purchasing experience with outstanding customer service.

3.2 How to Take Care of Customers

3.2.1 DHL Supply Chain Group (DHL)

For online retailers, you can sign up for the DHL eCommerce service and ship goods at the nearest DHL Service Point; Orders will be processed in less than a minute without any paperwork required. Service Point operations will process and deliver all parcels via a mobile application; Meanwhile, online shoppers will receive delivery confirmation via text and email.

For small and medium-sized businesses, the company also offers convenient and effective logistics and transportation solutions to distribute their products to customers quickly.

Customer care when problems occur. The company's website clearly states situations that may occur to customer packages during the service process. These notices all specifically state the method of resolution, time of resolution as well as the level of compensation that customers receive.

Contact information and contact methods are officially announced by DHL Supply chain & Global on the company's website. The company also built a specific team to receive and resolve difficulties that customers encounter as quickly as possible.

3.2.2 United Parcel Service (UPS) Corporation

United Parcel Service Group supports customer care through 2 official channels including: directly at local and regional UPS addresses, customer support via online channels,

To increase customer satisfaction, the company also provides night delivery services to be flexible with

customers. The company also commits to refund shipping fees in case the order is not delivered according to plan. delivery plan.

UPS also donates key customer service staff to global companies to ensure its global shipping. UPS promotes its business by engaging with global companies and regularly appearing at international trade conferences to increase its credibility.

3.3.3 FedEx Corporation

FedEx Company does not stop putting customers first, but also shows care for customers. FedEx also maintains its commitment to bring high profits to investors.

FedEx Group is committed to responsibility to employees, customers and the social community.

For customers: FedEx constantly improves services, giving customers the best experience.

For employees: FedEx constantly strives to create the best working environment for employees, an environment for comprehensive development.

For the community: FedEx constantly improves operations and operating methods to maximize cost and raw material savings, thereby reducing environmental and social impacts.

3.3.4 XPO Logistics Group (XPO)

Currently, XPO logistics group has more than 2,000 branches worldwide. XPO has a global network with activities aimed at customer service, quality and sustainability.

Customer care activities at XPO logistics are organized in two forms of online and offline care.

XPO logistics's website always updates customers' specific order status. In addition to the specific status of each order, the website also provides specific answers to some common customer questions. The company's contact information is also published in detail here.

XPO's customer care team is arranged 24/7 to fully respond to any complaints that may occur to customers.

At reception locations, there are always staff on duty to process orders. XPO Logistics is confident in ensuring the safety of customers' goods, ensuring delivery according to the plan given for each order. In addition, for large customers, the company also has direct consulting teams, thereby providing specific work plans.

4. Results Achieved from Customer Care Activities

Customer care activities have a great contribution to the business results of 4 Logistics companies (DHL, UPS, FedEx, XPO) in particular and the logistics industry in general. This activity brings many significant benefits and plays an important role in building solid relationships with customers.

One of the biggest contributions of customer care activities is creating customer trust and loyalty. By "communicating" accurately and effectively with customers, Logistics companies promote building a trusting and stable relationship. This not only enables customers to feel secure and place trust in the company, but also leads to the possibility of customers continuing to use the company's services in the future and even recommending them to others.

Customer satisfaction is also an impact that cannot be ignored from customer care activities. By resolving requests and complaints from customers quickly and effectively, the

Logistics company has created customer satisfaction. Dedicated support from the company creates a positive impression and increases the likelihood that customers will be satisfied with their experience using the company's services.

In addition, customer care activities also bring a number of other benefits such as creating opportunities to connect with customers and understand their needs and desires. This allows the company to advise and recommend the best solutions to customers, thereby creating a better experience and strengthening customer relationships.

Additionally, by using customer information and understanding their needs, Logistics companies can recommend extended services or related products that customers may be interested in. This not only increases revenue but also creates opportunities to expand and grow the company.

Finally, customer service helps build a good reputation and brand. Customers who are satisfied with support from the company will appreciate the professionalism and quality of the business's services. This not only creates a competitive advantage in the logistics industry but also promotes business development.

5. Discuss the Customer Care Activities of 4 Logistics Companies

DHL, UPS Logistics, FedEx and XPO Logistics are the world's four leading logistics companies. All four companies provide global transportation, freight forwarding and warehousing services. In particular, customer care service is one of the most important factors that help these companies attract and retain customers.

DHL is highly appreciated for its customer service. The company offers multiple customer support channels, including hotline, email, live chat, and social media. DHL's customer service staff are well-trained and can answer customer questions quickly and effectively.

UPS Logistics is also highly appreciated for its customer service. The company offers multiple customer support channels, including hotline, email, live chat, and social media. UPS Logistics' customer service staff are well-trained and can answer customer questions quickly and effectively.

FedEx is highly appreciated for its customer service. The company offers multiple customer support channels, including hotline, email, live chat, and social media. FedEx customer service staff are well-trained and can answer customer questions quickly and effectively.

XPO Logistics is also highly appreciated for its customer service. The company offers multiple customer support channels, including hotline, email, live chat, and social media. XPO Logistics' customer service staff are well-trained and can answer customer questions quickly and effectively.

Compare the Customer Service of Four Companies

Similar

All four companies offer multiple customer support channels, including hotlines, email, live chat, and social media.

Customer service staff at all four companies are well-trained and can answer customer questions quickly and effectively.

Distinctive

DHL has an extensive network of offices and customer service centers worldwide.

UPS Logistics has a 24/7 customer service center.

FedEx has a customer care application on mobile phones.

XPO Logistics has another program.

DHL, UPS Logistics, FedEx and XPO Logistics all provide the best customer service, each with their own unique ways of taking care of themselves. These companies always strive to meet the increasing needs of customers. They always offer the best customer care options for each of their customer files.

6. Recommendations

To maximize the effectiveness of customer care activities, the team has some recommendations as follows:

First: Businesses need to innovate in communicating with customers. Instead of just using traditional means such as phone and email, modern technology such as chatbots, social networks and online support should be applied. As a result, customers can receive support quickly and conveniently, while creating an interactive experience.

Second: Training customer service staff is an important requirement. Logistics companies need to ensure that customer service staff are fully equipped with knowledge about their products and services. At the same time, it is necessary to train them in communication, problem solving and logical thinking skills to be able to meet all customer requests professionally.

Third: Monitoring and evaluating service quality is an important part of improving customer care activities. Logistics companies need to strengthen systems to collect feedback from customers and analyze that data to highlight the strengths and weaknesses of their services. This helps the company better understand the needs and desires of customers, thereby improving the customer care process and enhancing service quality.

Fourth: Technology needs to be applied intelligently to customer care activities in the logistics industry. Using customer relationship management (CRM) systems, companies can manage customer information, record transaction history, and interact with customers effectively. This helps create an informed work environment, improve service capabilities and enhance customer experience.

In short, customer care activities make an important contribution to the success of the entire logistics industry. Putting customer experience first, understanding your business and customers, and thereby making the "right steps" in improving operational efficiency will help businesses grow stronger.

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