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Comparative analysis of customer care policies at Big 4 travel and tourism businesses in Vietnam

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Abstract

Customer care policy plays a very important role for travel businesses in Vietnam and more specifically the Big 4 leading travel businesses in Vietnam: Vietravel, Saigontourist, BenThanhtourist, Fiditour because this policy directly affects the revenue of the business. Improving the quality of customer relationships at the Big 4 travel and tourism business chains in Vietnam requires focusing on service quality, unique experiences, staff training, and customer feedback management. customers and build long-term relationships. This will help create a better experience for customers and ensure the success and sustainable development of businesses. Customer care policy will

contribute to improving reputation, professionalism, creating sympathy and building a bridge between businesses and customers, creating trust and retaining customers, attracting many potential customers, minimizing customer complaints against businesses, creating a traditional advertising platform. Therefore, businesses must find their own methods of customer care policies to be able to develop sustainably when the difference in product quality is increasingly narrowed under the development of science and technology, then improving a business's competitiveness and creating a difference to attract customers mainly depends on whether or not it has good customer care activities.

Keywords: Comparative Analysis, Customer Care, Big4, Tourism, Vietnam

1. Introduction to the research problem

Customer care or customer service is all the most necessary things that businesses are required to do to satisfy customers' needs and expectations, that is, serve customers in the way they want to be served. service, doing what is necessary to retain customers and increase their loyalty. In other words, customer care is an important part of Marketing theory. First of all, customer care is an integral part of the products provided to customers. Among the 3 levels of the product, this level 3 is the company's competitive weapon. Customer care services of this level will become increasingly rich with the level of competition in the market. Competition today is not only about the products that companies make at their factories but also about the services that contribute to making the product complete. One of those services is doing good customer care. Customer care does not mean that if you have a bad product or service but have good customer care, you will still retain customers. There are three key factors that determine customer satisfaction: product factors, convenience factors, and human factors. So which factor is the most important? In some ways, this depends on the situation. However, it is clear that if the product is widely sold on the market at the same price, with the same quality of service, the human factor becomes very important. Then customers will choose a product that when they come to buy, they will be welcomed warmly, considerately, thoughtfully... that is, customers will choose a product with better customer care.

It can be seen that what every customer, whether individual or business, wants most from the goods and services they buy is that they must be completely trustworthy. All those friendly smiles and polite greetings cannot make up for unreliable products or substandard service. Customer care can only be recognized as good if it is associated with a quality product or good service. On the other hand, customer care is not simply the duty of sales staff or employees who regularly come into contact with customers. Any individual in a business must perform a certain task for a number of other people in his or her business, which means everyone has customers, and those are internal customers of the business.

Currently, for Vietnamese travel and tourism businesses, customer care activities play an increasingly important role in business activities and are paid attention to and applied by many businesses because of customer care activities. Customer care will directly affect business revenue. Travel businesses whose typical product is tour programs, a product that is easily copied

and imitated quickly, compete mainly based on quality issues. Travel businesses must always improve and improve the quality of their products to meet the increasing and diverse needs of customers and to cope with competitors in the market. As the difference in product quality is increasingly narrowed under the development of science and technology, improving competitiveness and creating a difference to attract customers of businesses mainly relies on Good customer care activities.

2. Theoretical basis

The theoretical basis for improving the quality of customer relationships at Big 4 tourism business chains in Vietnam can be based on the following principles and concepts:

- Service quality: To strengthen customer relationships, business chains need to ensure the best service quality. This includes providing premium amenities and services that fully meet the needs and desires of customers.
- Create unique experiences: Big 4 tourism business chains in Vietnam need to create unique and different experiences to attract and retain customers. This can include unique architectural designs, providing exceptional entertainment and experiences, and creating welcoming and comfortable spaces for customers.
- Employee training: Employees are an important factor in improving the quality of customer relationships. Big 4 travel business chains in Vietnam need to invest in training employees with good communication skills, strong professional knowledge, and the ability to serve customers wholeheartedly. Employees need to be encouraged and motivated to create a positive and trustworthy work environment.
- Customer feedback management: The Big 4 travel and tourism business chains in Vietnam need to have an effective customer feedback management system. This includes listening and responding promptly to customer comments, suggestions and complaints. Managing customer feedback helps build trust and create customer satisfaction.
- Building long-term relationships: The important goal of the Big 4 5 travel and tourism business chains in Vietnam is to build long-term relationships with customers. This can be achieved by creating loyalty programs, special offers, and customer engagement activities. Building lasting relationships strengthens loyalty and makes a difference.

=> In summary, improving the quality of customer relationships at the Big 4 travel and tourism chains in Vietnam requires focusing on service quality, unique experiences, staff training, and management. Manage customer feedback and build long-term relationships. This will help create a better experience for customers and ensure the success and sustainable development of businesses.

2.1 Customer care at Vietravel travel company

This is the leading travel service provider in Vietnam with many domestic and international tours, diverse in topics, prices and quality. With the mission of bringing satisfaction and sublime emotions to customers on every journey, Vietravel is not only a companion to tourists but also promises to bring better values to the country's tourism industry. future home.

- Customer care staff:

The human factor plays a very important role and directly affects customer perception. Therefore, everyone from employees to management must be careful in every action, gesture or speech. Because no matter how convenient and modern the facilities are, if the staff is not truly professional and does not master the skills, service quality cannot be guaranteed. Therefore, Vietravel employees must go through many professional training processes, have good foreign language skills, and be able to communicate and handle situations flexibly. In addition, employees must also have a respectful and cheerful attitude in serving customers and a collective spirit in performing work.

- Customer care activities that the company is applying (phone consultation, internet website, souvenir vouchers, post-trip opinion survey...)

Vietravel has been and continues to "create" the most unique and effective customer care solutions, from "hand made" birthday cards to intimate customer meetings, Vietravel takes care of down to every small, personal detail to create unexpected joy. Learn about wishes and suggestions to be able to further develop ideas, products and especially to "understand" and take care of customers better. In particular, in recent years Vietravel has been a pioneer in issuing "Vietravel Membership Cards" with many benefits of Vietravel itself and the entire system with hundreds of large and reputable partners in many fields from the system. hotel restaurant service system to health care facilities, banks, shopping stores and training, education....

For regular customers and regular customers, there are special care regimes such as discounts or company loyalty cards. For customers who register for tours at the company, if they buy a tour and reach a certain point level, they will receive give valuable gifts such as travel bags, hats, travel raincoats, suitcases...

2.2 Customer care at Saigontourist travel company

This is one of the oldest and branded travel companies in Vietnam, with more than 40 years of experience in the tourism field. SaiGonTourist provides domestic and international tours, with many forms of tourism such as resort tourism, cultural tourism, sightseeing tourism, adventure tourism, spiritual tourism, conference tourism, Academic tourism, sports tourism, and combined tourism. With the business philosophy: "Business activities are always oriented towards customers, employees and the community" and to deserve your trust in the brand Saigontourist Travel Company Limited. (Hien, 2020)

- Always try to serve customers in the best way.
- Provide tourism products according to the content stated in the contract or agreed tour program.
- Regularly train employees to improve their sense of responsibility, professional ethics and customer service skills.
- Serve customers' diverse needs with the best service.
- Bring visitors more added value through interesting experiences.
- Build a customer information system, classify customers according to needs, preferences, spending levels, and continuously update customer information.
- Maintain sustainable cooperative relationships with existing customers, while developing potential customers.

- Establish service quality standards, regularly evaluate and check service quality, and promptly handle customer complaints and feedback.
- Do not organize tourism activities that adversely affect the environment, cultural identity, fine customs, or harm national security and social order.
- Build, maintain and continuously improve the Company's Quality Management system to improve operational efficiency and manage risks well.
- Create promotions, incentives, gifts, bonus points, and post-purchase customer care and exchange activities to increase customer engagement and loyalty to the SaiGonTourist brand. (Saigontourist – Quality policy)

2.3 Customer care at Fiditour travel company

Fiditour Company is considered a leading travel company in terms of quality, customer care and diversity of travel products. With the mission of establishing new standards in tourism, Fiditour company has the same business philosophy: Not only relaxing but also giving customers new experiences and new insights. In addition, the company also implements a policy of increasing the intellectual content of products, taking the lead in creating new products, developing business both widely and deeply, especially in the field of travel, focusing on efficiency as a priority. highest requirements. (Pham Nguyen Quoc Trung, 2019)

- Always listen, understand and meet customers' needs, desires and satisfaction.
- Provide safe, comfortable, and reasonable travel products, in accordance with the content stated in the contract or agreed tour program.
- Regularly train employees to improve capacity, skills and customer service attitude.
- Build a customer information system, classify customers according to needs, preferences, spending levels, and continuously update customer information.
- Establish service quality standards, regularly evaluate and check service quality, and promptly handle customer complaints and feedback.
- Create promotions, incentives, gifts, bonus points, and post-purchase customer care and exchange activities to increase customer engagement and loyalty to the Fiditour brand.

2.4 Customer care at BenThanh Tourist travel company

This is a famous travel company in Vietnam, with many domestic and international tours, suitable for many customers. BenThanh Tourist is known for its creativity, innovation and flexibility in designing tours that meet customers' needs and desires.

- Always listen, understand and meet customers' needs, desires and satisfaction.
- Provide safe, comfortable and reasonable travel products according to the content stated in the contract or agreed tour program.
- Regularly train employees to improve capacity, skills and customer service attitude.
- Build a customer information system, classify customers according to needs, preferences, spending levels and continuously update customer information.
- Establish service quality standards, regularly evaluate and check service quality and promptly handle customer complaints and feedback.

- Create promotions, incentives, gifts, bonus points and post-purchase customer care and exchange activities to increase customer engagement and loyalty to the BenThanh Tourist brand.

3. Research methods

The main methods used in this thesis include:

- Research the documents published by all four tourism businesses such as annual reports, customer care guides, and press releases to understand their strategies and commitments to customer care.
- Evaluate how businesses use technology to optimize customer experience, from booking systems to website interfaces and mobile applications.
- Check feedback from customers on online platforms, forums, and review sites to understand how they rate and respond to customer care.
- Consider how all Big 4 businesses support customers through channels such as phone, email, online chat, and social networks.
- Learn about market trends and reports in the tourism industry and consulting services to get an overall view.
- Document analysis methods such as qualitative methods find the basic ideological content of documents, find issues related to the research topic and identify problems that need to be solved. Documents, articles, interviews or scientific journals related to the issue of "customer care at the Big 4 Vietnamese travel and tourism businesses" and the quantitative method of "finding signs and finding out the goals and customer care activities of the "Big 4 tourism businesses in Vietnam". Secondary data collection method, this method is based on available documentary sources, so when applying this method, it requires specificity, meaning it must be clear, consistent with research objectives, and accurate. of data and topicality. And the comparison and contrast method to find the most accurate documents on the research problem as well as reliable sources of information from the internet combined with methods of using primary data. Or now when the internet is very developed, we can use online survey methods to collect as much information as possible quickly and save costs on the issue of "customer care at Big 4 travel and tourism businesses". Vietnam practice".

4. Research results

4.1 Achievements achieved by companies

- Vietravel

Vietravel has achieved achievements such as:

- Silver Cup for the best e-commerce product in Vietnam in 2007.
- Labor Medal, Class I, 2010 awarded by the President.
- "Vietnamese Talent" Award for "Tour Sales Management Business System".
- Won the Vietnam Tourism Award 12 times.
- 4 consecutive years in the top 10 prestigious travel and tourism companies.
- Won "The Friends of Thailand 2010" award from the Tourism Authority of Thailand.
- "Outstanding tour operator 2010" award from the Cambodian Ministry of Tourism.
- Cup "Tuorism Alliance awards 2010" of the tourism industry of Indochina countries.

- 7 times won "Best Travel Agency Vietnam" voted by TTG Asia newspaper.
- 7 consecutive years awarded the title of "The best outbound of the year" by MTAA.
- Received many international awards at ITE 2011.

Vietravel's strategic goals clearly state "Customer is the center: Vietravel always affirms that customers are the center of all business activities that Vietravel aims to do, because customers are the ones who greatly contribute to building the brand." Vietravel".

Today, with increasing pressure and competition in the tourism industry as more and more travel companies spring up, the difference in service quality will be the key to increasing the competitiveness of businesses.

- Fiditour

After 22 years of construction and development (March 25, 1989 - March 25, 2011), Fiditour is one of the top 10 travel agencies in the Vietnamese tourism industry. For 10 consecutive years, Fiditour (2000-2009) was present in the top 10 (Topten) of leading international travel companies in Vietnam, and for 8 consecutive years (2003-2011) received the title "Best product and service", Second Rank of Vietnam Domestic Travel Company, "Operator with the best customer care service", "The Guide Awards", "The Friends of Thailand",... and especially the Second Class Labor Medal government's.

With the trend of increasingly high and diverse customer needs, Fiditour always affirms its determination to provide customers with the best quality products with many added values. To do that, Fiditour has developed 4 consistent principles:

- Ensure compliance with commitments.
- Guaranteed to provide selected products.
- Guaranteed reasonable price.
- Ensuring enthusiastic and thoughtful service style.

These criteria have been thoroughly understood by all Fiditour employees with the highest goal of giving customers peace of mind and comfort to enjoy the values worthy of what customers have spent. It is the determination to fulfill its commitments that has brought Fiditour success in creating a solid trust from customers, thereby promoting the company's comprehensive development.

In 2011 and the coming years, Fiditour continues to develop core business areas in depth along with promoting customer care activities, quality management, investment in human resources, and marketing. Continuing to direct business activities associated with social and environmental responsibility, contributing to the development of a green and sustainable tourism industry. (Tran Minh Hung, 2011)

- Saigontourist

"Most Favorite Vietnamese Brand" is a prestigious annual brand award voted by experts, customers, reporters and readers of Saigon Giai Phong newspaper. The award is voted based on strict criteria, in which selected businesses must bring profits, contribute to the state budget, be responsible to the community, and have branding policies, care about customers.

This is the 15th consecutive time Saigontourist Travel has been named in the category "Top Tourism Brand in Vietnam". By achieving this title for many consecutive years, the Saigontourist Travel brand has been awarded the "Golden Brand 2020" award by the Organizing Committee.

The award not only recognizes Saigontourist Travel's efforts in business activities and contributions to society in 2019, but is also an encouragement for the company to continue its efforts and constantly improve quality. products and services to serve customers better, actively contributing to the development of Vietnam's tourism industry. (Saigontourist - Saigontourist Travel 15 Years Consecutively Received "Most Favorite Vietnamese Brand" and "Golden Brand")

- Ben Thanh tourist

BenThanh Tourist reached the Top 3 in the Ranking of Top 10 prestigious tourism companies in Vietnam 2020 and reached the Top 500 largest enterprises in Vietnam in 2020. The titles awarded are based on the Ranking Analysis Report issued by Vietnam. Report coordinated with Vietnamnet to research and publish the list with the advice of domestic and foreign experts and advisory councils. The program has been held annually since 2007, holding an important position and being highly appreciated for its objectivity, professionalism, science, accuracy and reputation.

To suit the new situation, BenThanh Tourist promotes the development of domestic tourism, diversifying safe tourism products, stimulating tourism, and high-class services at preferential prices. The new products are designed to be flexible and suitable for solo travelers, small groups, and families such as travel vouchers, hotel combos, free & easy tours, tours connecting destinations. "Safe" tourism... has contributed to the improvement of the company's business activities. The company proactively approaches new customer sources, expands the high-end customer segment, and applies many attractive incentive policies, making efforts to seek opportunities and breakthroughs. In particular, in the field of MICE incentive tourism, BenThanh Tourist won bids for many delegations of large enterprises. (BenThanh Tourist – BenThanh Tourist is proud to receive 2 major awards)

4.2 Building customer care services in tourism

4.2.1 Ensure benefits for customers

4.2.1.1 Provide service as expected

If you have read the definition of marketing, marketing is the process of trying to satisfy customers. Therefore, travel companies need to provide services that meet customers' expectations and meet their wishes during the process of using the service. In particular, travel companies also need to comply with the content they have posted and announced previously, avoiding the situation of "hanging a goat's head to sell dog meat" which affects customer psychology. They will have the thought of being deceived by the service providing company.

4.2.1.2 Sympathize with problems

For customers who do not travel often or are using the company's travel services for the first time, they will certainly have many problems in accessing information. Therefore, customer service staff need to sympathize with customers' questions and answer them enthusiastically and in detail so that they can understand and make decisions to use the company's services.

4.2.1.3 Handle complaints well

In case customers use the company's services and encounter

frustrating incidents: services, employees, facilities, vehicles, etc. Customer care staff need to know how to listen, listen, accept the company's mistakes, promise satisfactory compensation methods to customers for the consequences of complaints and hope to gain sympathy from customers. Even if the customer experience is not good, if complaints are handled properly, the consequences on the reputation and reputation of the business will be reduced.

4.2.1.4 Employee working attitude

Travel companies need to develop their own code of conduct for customer service staff, to help regulate staff communication and satisfy customers. In addition to initial training, it is necessary to regularly remind and urge through meetings, seminars, and professional skills sharing sessions to develop together. Sometimes, customers are not really satisfied with the service packages that the company offers, but when they see that the care staff is so enthusiastic, they will relent and accept.

Each customer service employee is an individual representing the company, has the most contact with customers, and reflects the company's activities. Therefore, the success of a business also depends greatly on the working attitude of its employees.

4.2.2 Proactively take care of customers

4.2.2.1 Provide useful information

Employees need to proactively provide customers with useful information related to travel service packages: prices, benefits, time, services provided, location, related policies,... This information should be memorized to advise customers quickly and promptly, helping to increase customer experience. Try to put yourself in the situation of a person buying a tour, you should have paid 1 million VND for that tour. But you will be reminded by the staff that within the next two days, if you buy a tour, you will receive a 50% discount. Surely you will feel that this employee is very kind and does not hesitate to spend money to buy this service package.

A note for customer service people is to provide the information that customers need instead of the information that we have. Depending on each customer's characteristics, we need to respond to different information: some customers like discount policies, some customers care about product quality, some customers care about customer reviews. Prices from references,...

4.2.2.2 Use customer care support tools

Currently, there are many extremely convenient customer care support tools such as: websites, social networks (facebook, zalo,...), travel-related software,... Businesses should flexibly apply these means to make maintaining relationships with customers easier.

Sometimes just birthday greetings or greetings via email also make customers feel more satisfied. Through that, customers feel like they are still cared for by the company and remember the name of this travel company longer, and will definitely use the service when needed.

5. Discussion of research results

As the quality of human life increases, the demand for tourism becomes greater. The greater the need for tourism,

the more necessary it is because then they have higher income; Work pressure is high, so the tendency to want to entertain, relax, and relieve stress also increases. Since innovation in Vietnam, the tourism market has developed rapidly. Domestic and foreign tourists have skyrocketed to travel to Vietnam because they are attracted by many scenic spots, cultural and historical relics, cuisine and especially the stable political and social environment. Along with the development of tourism, more and more travel businesses are established, acting as intermediaries between customers and service providers. Up to now, there are more than 100 international travel businesses and more than 350 domestic travel businesses. The large number of travel businesses creates a big challenge for each business. That's competition. Competition will help Vietnam's tourism industry develop, but there will be businesses that are eliminated because they cannot cope. Faced with the turbulent situation of the tourism market, a field very sensitive to the socio-political environment, the Big 4 travel companies must confront a series of challenges and opportunities. That is the tourism target that increasingly dominates total consumer spending, the number of foreign visitors is increasing in parallel with the number of domestic tourists and the increasingly diverse and creative tours; The tendency to value service quality, price is not the key factor. And to survive and develop in today's competitive conditions, businesses must take many measures such as: marketing and promoting products, improving the quality of sales staff, and pricing policies, design the most optimal distribution channel... And one of the extremely important measures that every company cannot ignore is customer care. This is a measure that plays a very important role in consumer-oriented marketing strategies. In fact, in Vietnam, although many businesses are aware of the importance of Customer Care activities, they have not yet built a Customer Care strategy with the best way to implement it. Improving management and leaving a good impression on guests is an urgent task. That can help businesses overcome weaknesses in the implementation process, improve their reputation and brand, and avoid losing a large number of customers.

This is a very important field in the economy in general, because in order for goods to be delivered to customers, there must be a specialized transportation team. It also attracts many businesses to participate. Therefore, it can be said that this is a very competitive business environment, competitors in the same industry are always ready to use competitive forms of price and service quality to "attract" customers. Identifying that problem, the Big 4 Vietnamese travel and tourism companies have built a strategy to improve their competitiveness through the Customer Care tool, this is the job The most important thing is to help the company create a position, make a difference, and build a sustainable brand in the eyes of customers. However, the Customer Care strategies of Big 4 companies cannot avoid shortcomings. The authors have conducted research on the current situation, pointing out the strengths and weaknesses in customer care activities at Big 4 travel and tourism businesses on that basis to propose a number of feasible solutions to improve customer service. Highly skilled in taking care of and creating good relationships with customers, while also helping the company increase its competitiveness compared to other competitors in the same industry.

6. Conclusion and recommendations

The customer care policy of big 4 Vietnamese travel businesses is to improve the quality of customer relationships at the Big 4 travel business chains in Vietnam, requiring attention to service quality and experience, unique experiences, train employees, manage customer feedback and build lasting relationships. This will help create a better experience for customers and ensure the success and sustainable development of businesses. Customer care policy will contribute to improving reputation, professionalism, creating sympathy and building a bridge between businesses and customers, creating trust and retaining customers, attracting many potential customers. functionality, minimizing customer complaints against businesses, creating a traditional advertising platform (word of mouth).

Here are 5 basic steps in the customer care policy of these businesses:

- **Step 1:** Build a customer database.
- **Step 2:** Analyze customer database.
- **Step 3:** Classify customers.
- **Step 4:** Build relationships with customers.
- **Step 5:** Evaluate the effectiveness. (Tien, 2021)

However, each of the Big 4 Vietnamese travel and tourism businesses have their own policies in caring for their customers to both win their hearts and help increase their income. At the same time, each of the Big 4 Vietnamese travel and tourism businesses has different strengths and weaknesses:

For Vietravel travel company

Strength:

- Applying information technology, creating convenience for customers.
- The staff is large and is always well-trained and re-trained.
- There are often promotions.

Limit:

- Complaint resolution is still slow.
- There is no appropriate strategy to reach target customers.
- There is no close relationship with foreign partners. (Anonymous Student, 2020/2021)

For Saigontourist travel company

Strength:

- Human resource development.
- Build a brand.

Limit:

- Subject to the control of the Corporation.
- Human resources do not meet development requirements.
- The product is still monotonous, not making much difference.
- Lack of promotional links with businesses in other business fields.

For Fiditour travel company

Strength:

- Regularly organize training on the Law on Consumer Rights Protection for all employees of the Company. (Tran Hong Quynh, 2011)
- Always create trust with enthusiastic response from customers.

- Always affirm our determination through 4 consistent principles:

- + Ensure compliance with commitments.
- + Guaranteed to provide selected products.
- + Reasonable price guaranteed.
- + Ensuring enthusiastic and thoughtful service style.

Limit:

- Customer care department management is not complete and effective.
- Customer care does not regularly handle customer feedback.
- Staff have not been regularly trained in market expertise, so consulting for customers is not good.

For travel company BenThanh Tourist

Strength:

- A team of dedicated, experienced and creative staff.
- Continuously improve ourselves to provide quality products and services that fully satisfy the needs of customers and partners.
- Create a series of product chains that meet customer tastes.
- Tourism products are refined in each content, carefully selecting each destination, ensuring to bring emotional and genuine experiences and aiming at humanistic and humanistic values. (Vu Dang Vinh, 2020)

Limit:

- Omnichannel tour for retail customers.
- Ben Thanh Tourist's available customer care.
- The switchboard system is cumbersome but scattered, unable to centrally manage calls between Ben Thanh Tourist's centers.
- Upgrade phone infrastructure to central VoIP platform. (AntBuddy.com)

7. Recommendations

- Planning and training professional customer care staff.
- Create more quality and rich customer care policies and services and create innovation to attract tourists.
- Enhance benefits for customers.
- Have a reasonable plan and implementation suitable for the needs of many customers.
- Especially build a comfortable and close environment to help customers relax during consultation.

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