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### Comparative analysis of customer care policies at Big 4 travel and tourism businesses in the world

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#### Abstract

The customer-oriented and customer-centered business perspective is being widely used by businesses. A business cannot exist without customers, because customers are the "boss" who pay the company's salary. Therefore, maintaining customer base has become an important issue for businesses. Customer care activities are one of the best ways to retain customers, increase loyalty and maintain

business revenue. Currently, customer care activities play an increasingly important role in business operations and are valued and applied by many companies. The typical products of travel companies are travel programs, which are easily copied, imitated and compete mainly based on quality issues. Travel companies always have to innovate and improve product quality to meet increasing demand.

**Keywords:** Comparative Analysis, Customer Care, Tourism, World

#### 1. Introduction

Currently, businesses in the Vietnamese market are opening up more and more. With this competition, every owner wants to have a certain market share. Therefore, building a "customer care policy" will help businesses gain an advantage. What is the customer care policy? Customer policy is what a business will commit to its buyers, products, and services to help buyers feel more secure and confident, and at the same time meet most of their needs. of customer. The policy includes many items such as: consulting, warranty, return, refund, care, incentives, promotions, etc. Customer care policy is also quite diverse depending on the industry and field. the product area the business is operating in.

Travel businesses must always improve and improve the quality of their products to meet the increasing and diverse needs of customers.

The tourism industry is growing rapidly, occupying an important position in the national economy and is considered a key economic sector. In the tourism business, travel activities are considered very important. Today, when the difference in quality and product design between businesses is increasingly narrowing, the competitiveness of the product itself is no longer decisive. Competitive advantage is redirected to businesses with better "customer care" service quality, because today's customers not only want to buy good products at cheap prices but also want to enjoy quality. The best and most professional after-sales service. Customer care activities are one of the best ways to retain customers and increase customer loyalty.

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, improving competitiveness and creating a difference to attract customers of businesses mainly depends on good customer care activities.

CWT or Carlson Wagonlit Travel, is an international company in the field of cruise travel and business trip management. They provide services such as hotel reservations, airline tickets, and corporate travel program management. CWT regularly supports businesses in cost optimization and effective management of business trips. CWT ranked 5th in the list of top 5 travel companies in the world by sales in 2020. Is a travel management company that manages business travel, meetings, incentives, conferences, exhibitions and event management. The company is known for operating a leading-level B2B travel management platform, providing business travel, technology, and meetings and events management across 145 countries. Last year, CWT reached \$25 billion in revenue - making it one of the top travel companies in the world in terms of transactional sales.

BCD Travel is an international company operating in the field of business tourism (travel) and business trip management. Founded in 2006, it is headquartered in Utrecht, the Netherlands, and operates globally with offices and partners in many countries. They provide room booking services, airline tickets, and expense management solutions for businesses. BCD Travel ranks 4th in the list of best travel companies according to 2020 sales figures. It is a global provider of corporate travel management services and the largest travel company in the Netherlands. Currently, the company operates in more than 109 countries and last year generated revenue of \$27.1 billion. BCD Travel's parent company is BCD Group, a privately held Dutch company focused on travel services and corporate travel management. BCD Travel also focuses on technological innovation to bring an effective and convenient travel experience to its customers.

American Express Global Business Travel is one of the world's leading companies in the field of business trip management and corporate travel services. Formed from the combination of American Express Business Travel and the GBT system, this company provides comprehensive solutions for businesses. American Express Global Business Travel ranks 3rd in the list of the world's top 5 travel companies. GBT is a corporate travel management company that operates under 50% ownership from American Express. GBT is known as a business travel management company, large corporations use GBT's services to manage corporate meetings and travel programs, provide services and support to business travelers. Last year, GBT brought in \$33.7 billion in revenue - making it one of the top travel companies in terms of sales. The business focuses on providing services such as hotel reservations, airline tickets, expense management, and corporate travel support. They combine cutting-edge technology with in-depth consulting services to help businesses optimize travel processes and associated costs. With a mission to help customers manage business travel efficiently and conveniently, Amex GBT plays an important role in the global corporate travel industry.

Expedia Group is a global travel and technology corporation, founded in 1996. They operate a range of leading travel websites and applications, including Expedia.com, Hotels.com, Orbitz, and many other brands. Expedia Group provides hotel bookings, airline tickets, transportation and entertainment. They have expanded their operations from just booking rooms and airline tickets to areas such as corporate trip management and experiential travel services. Is an American online shopping travel company for consumers and small businesses. Also, a metasearch tool to search and plan each customer's entire travel plan. Expedia is a travel technology company that has brought in \$99 billion in revenue - becoming the sales leader among the top 5 travel companies in the world. With headquarters in Seattle, Washington, Expedia Group plays a vital role in the travel industry and contributes to connecting more than a billion travelers with travel options around the world.

## 2. Theoretical basis

### \* CWT Company:

CWT's customer care activities can be based on many factors such as:

- *Customer-centric thinking:* CWT can focus on

understanding customers' needs and desires to optimize their experience in all business travel services.

- *Relationship management:* Create and maintain sustainable relationships with customers through dedication, trust, and flexible solution provision.
- *Advanced technology:* Use technology to improve customer experience, from reservation systems to mobile applications that help manage schedules and trip information.
- *Personnel training:* Train staff so they have extensive service knowledge, excellent communication skills, and problem-solving ability.
- *Collect and respond to information:* Continuously collect information from customers and learn from feedback to improve processes and respond quickly to changes in their needs.
- *Service status management:* Monitor and resolve issues immediately to ensure service quality and customer satisfaction.

These elements can be combined to build an effective customer care strategy for CWT businesses, putting customers at the center of all decisions and actions.

### \* BCD Travel Company:

Although there is no specific information about the customer care rationale of BCD Travel, some general principles can be applied:

- *Understanding Customers:* Develop a deep understanding of customer needs and desires to create appropriate solutions and services.
- *Focus on Customer Experience:* Create a positive customer experience by providing professional, flexible and high-quality service in every stage of the customer journey.
- *Using Technology:* Applying advanced technology to optimize processes, provide information quickly and increase interaction with customers through digital platforms.
- *Relationship Management:* Maintain close and long-term relationships with customers through trust, dedication and commitment to meeting deadlines.
- *System and Data Integration:* Integrate information systems to optimize customer data management, helping businesses better understand customer behavior and priorities.
- *Human Resources Training:* Develop a team of employees with in-depth knowledge, excellent communication skills and problem-solving ability.
- *Collect Feedback and Continuously Improve:* Collect information from customer feedback to quickly respond and improve service over time.

These principles can together create a strong customer care strategy for BCD Travel businesses, helping to maintain and develop relationships with customers.

### \* American Express Global Business Travel Company:

Although there is no specific information about the customer care rationale of the American Express Global Business Travel business, it can be assumed that the following principles may play an important role:

- *24/7 Customer Service:* Provide continuous, 24/7 customer support services to quickly respond to all their needs and challenges during business travel.
- *Personalized Care:* Create a personalized experience by

understanding each customer's unique needs and providing optimal solutions.

- *Technology and Utilities:* Use advanced technology to optimize the booking process, manage schedules and provide useful information to customers.
- *Expense Management and Savings:* Support customers in managing business travel costs, providing savings and cost optimization solutions.
- *Professional Human Resources Training:* Build a team of employees with extensive knowledge, professional skills and in-depth consulting ability on business travel.
- *Risk Management and Feedback:* Adjust strategies based on customer feedback, while ensuring effective risk management in all situations.
- *Commitment to Security and Safety:* Strengthen our commitment to ensuring safety and security for customers on every business trip.

These principles can assist American Express Global Business Travel in building a strong, responsive and effective customer care strategy.

#### \* Expedia Group Company

Expedia Group's customer care activities may include the following principles:

- *Good User Experience:* Focus on providing a smooth, fast and easy-to-use booking and ticketing experience across different platforms to create customer satisfaction.
- *Deep Customer Understanding:* Use data and analytics to understand customer needs, priorities and preferences, thereby optimizing their experience.
- *Multi-Channel Interaction:* Provides flexible interaction across multiple channels, including phone, email, online chat and social platforms to respond quickly and effectively.
- *Prioritize Service Quality:* Support and advise customers with a dedicated spirit, while ensuring service quality and solutions meet expectations.
- *Friendly User Interface:* Build an easy-to-use, customizable and flexible user interface for the convenience of all customers.
- *Dedicated Technical Support:* Provide quick and in-depth technical support to resolve any technical issues customers may encounter.
- *Tailored Cancellation Policy:* Apply a flexible and fair cancellation policy to meet customers' unique needs and situations.
- *Continuously Improve Based on Feedback:* Collect feedback from customers and use this information to continuously improve service and user experience.

These principles can help Expedia Group build a strong customer care strategy, creating a friendly and trustworthy environment for their service users.

### 3. Research methods

This essay uses research methods such as: research based on theoretical analysis and synthesis, research based on learned data, as well as the method of comparing data. Based on articles about "customer care" in travel companies around the world. Because there are many sources of documents and articles, we must filter them with secondary data collection methods.

Secondary data collection will include the history of big 4 companies, organizational structure, information and data

about customers, and results collected from statistical reports on data of big 4 companies. When applying this method, we must demand high accuracy of the information and data we find, in accordance with research goals and topicality. Based on those sources, we can find out why the "customer care" policy is important in all areas of business. In addition to secondary data collection, there will also be primary data collection.

Collecting primary data is through direct interviews about feelings about the company's customer care, or in the 4.0 technology era like this, surveys via the internet to collect data directly. The fastest way and can save time and cost of surveying "customer care" issues.

In addition, we also have a method to compare data, compare customer service satisfaction rates at big 4 companies, to be able to come up with solutions as well as policies to clearly see the importance of customer care. The importance of customer care is to compare the advantages and disadvantages of each company to draw out things to keep in mind in customer care.

### 4. Research results and discuss

#### Result

The role of customer care for businesses is truly necessary. However, to have a good customer care strategy. Businesses can't just rely on day 1 or day 2 to figure it out. Thereby, businesses need to carefully research products, services and customers.

Customer care plays a very important role in the process of competing with other businesses. The remarkable development of technology has had a profound impact on users' needs and purchasing behavior. Therefore, current products are almost the same in design as well as fiercely competitive in price. Therefore, customer care will be the remaining key factor determining the success of the business. Many customers are even willing to buy products where the price is higher because the customer service there is better.

What all customers want is for the goods they use to be completely reliable. Therefore, employees in businesses need to be equipped with the necessary skills to provide the best service to customers. And this is not the sole responsibility of employees who regularly come into contact with customers. Thus, customer care work must be performed seriously and synchronously by all employees in the business right from the inside. The ultimate goal of business is sales. But in today's competitive market, finding a new customer is not simple. Sometimes, if you spend a lot of budget on advertising, you may not be able to select the right customers.

Therefore, regularly updating customer information needs to be regularly mentioned in the service industry's customer care process. Besides, regularly checking whether contact points are still active or not is also a way to optimize productivity for businesses.

Please save necessary customer information to perform post-sales investigation. After customers use your company's products or services, give them a few more days to experience it before conducting an investigation. Investigations can be done by sending emails or calling customers with questions about service perceptions, about customers' expectations for that product or service, and about the service attitude of staff. In addition, to implement the customer care method via phone calls, businesses also

need to have enough human resources and financial resources. The cost of calling and ensuring the number of personnel meets the call volume are notable points.

This helps customers have more friendliness and trust in your store, and you can also collect a lot of useful information from customers to make care plans. customers more effectively in the future.

Employee attitude is one of the important factors that help gain customers' initial sympathy. Employees who are polite, speak softly, and especially always show respect to customers will make customers feel their "god" status in the store. On the contrary, rude employees and unpleasant attitudes when asked by customers can make customers angry, and it is inevitable that your store will "lose points" with customers.

When a customer comes to the store with a problem, the first thing to do is politely listen to the customer so they have the opportunity to "release" their anger. Regardless of whether the problems that customers complain about are true or false, regardless of whether the fault belongs to your store or not, proactively apologize to customers and consider and resolve them based on each specific situation. customer problems in the best way. If you do this well, it is very possible to turn difficult customers who are hostile to your store into loyal and close customers.

Regularly interact with regular customers to remind them not to forget you and to choose your store when needed. Email Marketing and SMS Marketing are one of the most effective methods and the fastest bridge between customers and businesses. However, improper interaction can make customers feel uncomfortable, so choose appropriate content so that customers do not feel bothered and so that interaction with customers becomes effective. To do this, stores should choose sales software that supports sending Email Marketing and SMS Marketing so that they can easily interact with customers without spending a lot of time, effort and money. human resources for this activity while still being able to bring maximum efficiency.

In addition, for loyal customers, there should be more special policies for them, such as giving gifts on birthdays or offering discounts directly on invoices - this is one of the ways to keep customers happy. effective customer engagement.

However, customer care policies also need to change to suit the changing social and economic situation in each period. Each product/service for different customer groups will has its own characteristics. Businesses need to rely on the actual situation to establish, remove, and adjust some steps in the customer care process when necessary. By collecting customer opinions, businesses can complete a unified and most appropriate process.

At work, sometimes incidents will occur. This is when businesses need flexible employees to respond to problems. A common business failure is staff not knowing how to handle emergency situations. Standardizing customer service processes will ensure all customer support staff have a clear understanding of what to expect. that customers expect at different stages. From there, they will know how to react appropriately in every situation.

In fact, customers today can rate businesses on social networking sites, in groups or e-commerce platforms,... Therefore, if a business has standard customer care, employees will Accordingly, employees support customers with the right steps at the right time, making customers feel

satisfied and tend to evaluate the business positively. This can help improve your brand reputation in the market and attract new customers.

Businesses need to provide employees with tools and working methods to increase productivity and have a better working experience. By having an effective customer service process, they can review it to find the best way to quickly handle situations while reducing the possibility of errors. Especially when the business has employees new, customer care processes become even more useful. These processes help businesses save time on training and guidance. Even if they do not have much experience, employees still feel confident enough to solve all problems.

After a period of practical application, this is the time when your business needs to re-evaluate the effectiveness of the planned customer care process. At the present time, we have many specific evaluation indicators such as product return rate, service satisfaction rate, etc. Through data collected after each observation and Evaluation, businesses can detect errors and quickly and promptly handle shortcomings or problems encountered in the operation stage.

Customer care is not simply receiving customers' questions, feedback or complaints. Above all, business managers need to consider whether the customer care process is effective or not depending on many factors. It could be employee attitude, customer feedback, complaints, etc. Therefore, investing in customer care not only improves customer experience and loyalty, but also enhances business. sales and profits. This is an indispensable factor to build a stable customer file and create the foundation for the development and success of the business.

### ***Discuss***

In recent years, specifically after the COVID-19 pandemic, many countries have implemented policies and measures to promote and restore the tourism industry, gradually improving the global tourism industry. Businesses will not exist without customers, because customers are the "bosses" who pay salaries for businesses. Therefore, maintaining a source of customers has become a vital issue for businesses. Customer care activities are one of the best ways to retain customers and increase their loyalty, maintaining revenue for the business. Currently, customer care activities play an increasingly important role in business activities and are paid attention to and applied by many businesses. 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 . From there, there are specific directions and measures to further improve the effectiveness of maintaining and developing customer sources for the Company.

## **5. Conclusion and recommendations**

### **5.1 Conclusion**

Analyzing and comparing the customer care policies of the Big 4 travel businesses in the world can lead to some

important conclusions:

- *Diversity in policies:* Each of the Big 4 businesses has separate strategies in customer care. We can see the diversity in the approach and service provision of each business.
- *Focus on customer experience:* It's all about improving the customer experience, from meeting basic needs to creating unique, personalized travel experiences.
- *Technology and utilities:* Big 4 uses modern technology to optimize customer experience through mobile applications, custom websites and other convenient tools.
- *After-sales care:* Most have policies to support customers after purchasing services, from after-tour care to collecting feedback and solving arising problems.
- *Consulting and information:* Providing diverse information and professional advice to customers, from location recommendations to information on travel conditions and procedures.
- *Skillful Marketing Strategy:* Big 4 often have strong marketing strategies, advertise widely and use creative advertising campaigns to attract and retain customers.

In general, although there are commonalities in focusing on experience and diversity in policies, businesses in the Big 4 still have unique characteristics and strategies to attract and maintain customers.

## 5.2 Request

- *More detailed research:* To better understand specific policies, it is necessary to conduct detailed research on each of the Big 4 businesses. Learn more about how they apply strategies, technology and details Specifically in customer care.
- *Analyze customer feedback:* Find out opinions and feedback from businesses' customers. This can provide a clearer insight into the strengths and areas for improvement in their customer care policies.
- *Compare Marketing strategies:* Review the Marketing strategies of businesses, from how they reach customers to maintain and create loyalty from current customers.
- *Focus on technology trends:* Analyze how businesses use technology to improve customer experience. This may include the use of artificial intelligence, data analytics, mobile applications and other new technologies.
- *Compare after-sales strategies:* Learn how businesses handle customer care after the transaction is completed. From gathering feedback to resolving problems, this can be a key factor in maintaining customer loyalty.
- *Proposing improvement methods:* Based on analysis and comparison, propose specific improvement methods so that each Big 4 business can improve its customer care policy. This may include improving the experience, enhancing after-sales support, and adopting new technology to optimize service.

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