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Maintain Customer Satisfaction at Maple Bear Canada International Preschool

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Abstract

Maple Bear Canadian Kindergarten belongs to the global education organization Maple Bear, headquartered in Vancouver, Canada. Maple Bear Canadian education system offers a full range of educational programs based on advanced Canadian teaching methods and curriculum developed by experts. With a mission to provide a high-quality educational program from preschool, elementary to high school based on Canadian educational philosophies and practices, Maple Bear wants to meet the expectations of parents. Parents come from many countries but still comply with educational regulations in each locality. The goal of this international preschool is to provide a student-centered

learning system in a safe, secure environment that prepares students for success at the post-secondary level and ignites their passion. Lifelong learning. The Maple Bear program is designed to educate the whole child - physically, intellectually, emotionally and socially. The school's mission is to provide students with a child-centered, safe and loving educational environment. For Maple Bear Canada, they define their core value as nothing more important than educating children. There are currently more than 43,847 students at 567 Maple Bear Preschools, Primary and Secondary schools operating in 31 countries around the world, including Vietnam.

Keywords: International Preschool, Canada, Maple Bear, Education, Customer Satisfaction

1. Introduction to the research topic

Customers are one of the key factors driving the development of a business. In all areas of business activities, customers are the guiding principle that contributes to the success or failure of the business. Currently, Vietnam in particular and the world in general are on a growth path, so for businesses that want to grow stronger, developing and maintaining a large number of their own customers is more indispensable than ever. Time is over. American poet Maya Angelou once said: "Customers will forget what you did. But they will never forget how you made them feel." It's true, if customers feel satisfied with a certain product or service, they will consider that business as their top choice, on the contrary, if affected by other negative factors, they will be ready to turn away, even boycott. Not only the business sector, the education sector is also very interested in customers, especially financially independent schools or schools that train foreign programs. For schools, students are both their product and their important customers. In our country today, with the strong impact of globalization, the need for education linked with foreign countries is huge.

With the current trend of international integration and the desire of many parents for their children to become global citizens, considering the choice of preschool education, especially choosing international preschools, is extremely important. Parents today tend to want their children to be educated and integrated with foreign culture from an early age. That's why the phenomenon of international kindergartens springing up like "mushrooms after the rain". Most international preschools are built and taught according to foreign programs. The reason why the international curriculum is of interest to parents is because it is always based on scientific educational foundations and methods, which have been researched and recognized for their effectiveness. Large, famous international education systems in the world focus on perfect physical and mental development for young children, especially without placing too much emphasis on achievements and theory, so that children can develop naturally. Without too much pressure. With a dense list of international preschools, we must mention Maple Bear Canada, the school has been highly appreciated and has the satisfaction of many parents who are sending their children to school and are still trying every day to improve their quality. Strive to maintain their customer satisfaction. In order not to fall behind other competitors in the industry, Maple Bear always innovates in its customer care culture, the school constantly satisfies parents by

providing teaching programs. International standards with modern facilities and a friendly educational environment, helping children develop creative thinking. Below we will learn and analyze specifically how to maintain customer satisfaction at Maple Bear Canada preschool and make a few suggestions.

2. Theoretical basis

Maintaining customer satisfaction at Maple Bear Canada International Preschool is formed on the basis of individuals with different roles and linked together according to certain goals. Service is a non-uniform concept, an activity or benefit that one party can provide to another party that is essentially intangible and is performed and provided to customers and that customers can only feel. Received by use and experience (Philip Kotler, 2000). Besides, customers are also the creators of services. Service quality is a requirement that businesses need to achieve at the highest level, because when creating a product or service, what businesses need to focus on is whether the quality is good or not, and what is special about it? Other service providers. Service quality is the result of a comparison between the actual experience that customers perceive when using a service with their expectations (Gronroos, 2021).

Customer satisfaction: is a measure that determines the level of customer satisfaction with a business's services and capabilities (Hansemark and Albinsson, 2004). Customer satisfaction information, including: surveys and ratings, can help a business navigate how to improve or adapt its products and services to be better and more relevant to customers. Customer's need. The focus of an organization is to satisfy its customers. This applies to all businesses, government agencies, nonprofit organizations, and affiliates within a corporation. Customer satisfaction is a very important factor for businesses and it is also related to the survival of the business because if customers are not satisfied with their needs, they will definitely not come back again. Customer satisfaction is the level of a person's sensory state resulting from a comparison of the results obtained from using a service and the customer's expectations (Philip Kotler, 2001). Expectations here are considered human desires or expectations stemming from personal needs, previous experiences and external information such as advertising, word of mouth information from family and friends.

The development of education from Canada: Education is a commercial service, each school is a business with a Marketing and Sales Management process. Since 1970, Canadian education officially became bilingual education (English and French). Canada is a leading country in the field of education with an investment of 8% of total GDP in education and in maintaining teaching quality by using quality teachers and modern equipment for classrooms. Therefore, Canadian students for the past 10 years have been very successful in the Program for International Student Assessment (PISA) conducted every 3 years. In 2009, PISA ranked Canada 3rd among OECD (Organization for Economic Co-operation and Development) member countries in reading skills and 5th in Math and Science. Among English-speaking countries, Canada leads in Reading and Math and ranks second in Science. Since 2012, compared to other English-speaking countries, Canada has continued to maintain its high ranking in all three areas above. The Maple Bear preschool program was built by

Canadian educational experts on a solid foundation in all aspects of preschool children's development: intellectual, creative, emotional, social and physical. Children learn more effectively. (Maple Bear Vietnam, 2021)

Building a brand vision and mission: The educational business model can be seen as a harmonious combination between non-profit and for-profit organizations. While acknowledging the provision of educational services from a business perspective, educators must harmonize the institutional culture with business philosophies. Therefore, the school branding process includes 5 main tasks: Building vision, brand mission, brand positioning; Brand system design; Choose brand model; Create brand value. Maple Bear's vision is to combine the best of Canadian education - a child-centered system - to bring Canadian early childhood education to children around the world. To ensure that Maple Bear's high educational standards are maintained, Maple Bear typically conducts accreditation visits to each school once or twice per year with highly qualified educators and administrators. Administrator from Canada. These visits are valuable for schools to help develop staff professionally and make suggestions for improving and developing teacher quality, providing feedback and evaluation to help schools improve the quality of services. Care and teaching services. (Maple Bear Vietnam, 2021).

Brand Positioning: According to P. Kotler's definition, brand positioning is a set of activities aimed at giving products and product brands a certain position (compared to competitors) in the minds of customers (Philip Kotler, 2021). According to Marc Filser, brand positioning is an effort to give a product a unique image that easily enters customer awareness (Marc Filser, 2021). Or more specifically, what businesses want customers to think of when they see the brand. In short, people also need a position in society to be respected and affirmed, the brand of education also needs to be positioned to affirm its position as well as affirm the school's influence on customers. The customers here are parents and students. Maple Bear International Preschool has also successfully established its brand as one of the top choices for parents when sending their children to study Canadian education programs in Vietnam.

Improving the quality of training and ensuring elements for the development of the brand of education: Improving the quality of training is the goal of the education sector. Many schools have implemented many ways but have not yet been able to do so. The results were not as expected. Solving quality problems in education today is not simple. It affects both the system and the training process from A to Z. The educational program of Maple Bear Canada kindergarten is strictly directly controlled by Maple Bear Global Education Group. A bilingual environment helps children practice English like a native speaker. The school teaches using the Immersion method - a method that helps children develop the ability to learn and think in both languages naturally. The superiority of this program is to prepare children with a solid knowledge base to integrate internationally in the future without completely forgetting or missing their mother tongue. The curriculum is designed according to each topic, each topic is diversified in different forms of communication, targeting different target groups. The lesson content links books and practical activities so that children can learn comfortably, "learning while playing, playing while learning". Through this form of learning, it

will stimulate and arouse children's interest to explore and discover everything around them and love learning activities. In particular, the school always respects the individuality of each child to have appropriate educational methods. Encourage and listen to your child's opinions so they can develop their full potential. Timely adjust inappropriate bad habits to help your child be confident, active, and blend in with everyone around him. The school's reputation as well as its professionalism and great influence in the community are often expressed in its relationships with domestic and foreign business and educational organizations. At Maple Bear Canadian Kindergarten, children will learn in a warm, loving and safe environment, which respects the development of each individual child. Developing a bilingual curriculum helps children have the ability to learn and think in both languages naturally. This helps children develop more comprehensive and flexible thinking, preparing for integration into the international environment in the future. Coursework in English is taken in Canada by Canadian experts. Canadian-style teaching strategies encourage student independence, strong literacy skills, and higher-level thinking and problem solving. Students here are invested in learning resources including books, manipulative materials, visual materials, electronic media and computer technology. Thereby, giving parents a greater sense of trust and peace of mind when sending their children to school. (Maple Bear Vietnam, 2021)

The above factors help Maple Bear increasingly gain trust and support from customers. By constantly fulfilling its obligations and responsibilities, the school has been attracting many new customers and most importantly, maintaining satisfaction from old customers.

3. Research Methods

To achieve the research purpose, provide comments, assessments as well as solutions, the report applied the following research methods:

Market research and investigation methods: Search for information about the quality of customer care service at Maple Bear, research on satisfaction levels, customer opinions on the learning environment, and experiences of customers. Children and parents at school. From there, find out the cause of the problem "Customer satisfaction for Maple Bear Canada preschool".

Data collection method: This method helps provide necessary information and data to serve the research.

Primary data collection method: Data is collected, adjusted and synthesized based on polls and surveys on a number of issues related to the school's customer care work.

Secondary data collection method: Collect and research secondary data collected through documents from research projects, reports, magazines, websites, textbooks, and works of teacher Nguyen Hoang Up. This method is based on available documentary sources, so when applying this method, it requires specificity, clarity, compatibility with research objectives, data accuracy and topicality.

Comparison and contrast method: Apply this method to find the most accurate documents about the research problem as well as information sources from reliable websites.

Qualitative method: Helps find the basic ideological content of the document, find issues related to the research topic and determine the problem that needs to be solved. Documents, articles, interviews or scientific journals related to the issue

of "Maintaining customer satisfaction at MapleBear Canada preschool", because they are secondary data, there are many related documents., so we need ready Filter to get the most accurate documentation for the problem.

Quantitative method: Used to find ways to group signs and find cause and effect in groups of subjects, based on documents and research sources of qualitative methods so that we can highlight the importance of customer satisfaction for a business or organization and answer the question why MapleBear Canada international preschool must maintain customer satisfaction.

In addition, there are also methods such as comparing research results, comparing "maintaining customer satisfaction of MapleBear Canadian kindergarten" with other international preschools, to more clearly see the difference. Differentiate the school and importantly highlight the role of customer satisfaction to provide good solutions to help the school grow and succeed with its goals in Vietnam. Because when foreign businesses successfully invest in Vietnam, it not only promotes the economy in Vietnam but also attracts foreign investment into Vietnam, helping Vietnam move faster on the path of international integration in the world. Industrial era 4.0 like today. Besides, creating favorable conditions for Vietnamese children to become a source of knowledge, have contact with modern foreign cultures and contribute to promoting the country's development in the global economy.

Combine additional methods using primary data, such as using surveys so customers can share their experiences about the learning environment for their children. Or now when the Internet is very developed, we can use online survey methods to collect as much information as quickly and cost-effectively as possible to research the issue of "Maintaining customer satisfaction." at MapleBear Canada International Preschool".

4. Research results

In modern business trends, customer care increasingly plays an important role in increasing the competitive strength and brand reputation of business enterprises and service industry organizations. Analysis is Maple Bear Canada. Customers are king, that's why achieving and maintaining customer satisfaction for the business in general is extremely important. To see the level of customer satisfaction and how to maintain that satisfaction for Maple Bear Canada preschool, we have come up with research methods and obtained the following results:

Through the information exploited above, we can see that Maple Bear Canada kindergarten has used and selected quality teachers from different countries, providing facilities with modern equipment. For the classroom, with good, learner-centered teaching methods, students will experience a variety of activities during English lessons under the guidance of teachers, helping students think flexibly. And express themselves in a second language as their native language.

Not only do we have top quality teaching staff from all over the world, we realize the school's customer care with the motto: "Learner-centered" is also an important factor for customers to choose and trust their children with Maple Bear.

When applying the secondary data collection method, we know that Canadian Maple Bear preschool currently has more than 250 preschools and elementary schools operating

in 14 countries around the world including: Mexico, Turkey., Morocco, India, China, Bangladesh, Brazil, South Korea, Singapore, USA, United Arab Emirates, Philippines and Vietnam. Maple Bear preschool program is taught and trained by foreign native teachers; Vietnamese preschool teacher; Vietnamese teaching assistant, Teaching language is Vietnamese; including 180 minutes of English lessons and 30 English drama sessions per week. Vietnamese preschool teachers and teaching assistants. Recently, more than 300 children and parents of Maple Bear Canadian International Preschool had many fun and memorable moments.

In addition, we also compare Maple Bear with the current list of international preschools to find accurate information about customer satisfaction with Maple Bear Canada preschool, it shows that Maple Bear Canada has provided students with a child-centered, safe and educational environment. Love makes parents whose children study here feel very satisfied with the Maple Bear Canada educational environment.

Qualitative method: Canadian education system Maple Bear provides a full range of educational programs based on advanced Canadian teaching methods and curriculum developed by experts for preschool, elementary to elementary school levels. High school. Maple Bear Canada's educational program brings children modern educational methods such as: Learning through play, through discovery and practical experience, learning center method, and through lessons in an English environment. Using the natural language osmosis method helps parents feel more satisfied and secure when sending their children to Maple Bear Canada.

Quantitative methods: From the above research results, it shows that Maple Bear Canada kindergarten has made many impressions in the hearts of customers and needs to maintain and develop further because any business that is born must have a plan. Build yourself a system of loyal and potential customers. Once a business chooses the right customers and creates satisfaction for them, it is also when the business builds the most loyal customer base.

The method of comparing and contrasting research results: Shows that compared to other preschools, Maple Bear Canada is really the best choice because the school has an education system based on output standards and subject-based learning., has an effective teaching method that puts the learner at the center, understanding the language to help students be flexible and think.

5. Discuss research results

Today, customer needs are becoming increasingly diverse, creating great opportunities for business development. However, because there are many choices of products and services provided by many businesses, customers also set increasingly strict evaluation standards. In this competition, the business that satisfies customers more will have an advantage. Through the research results, we can see that the level of customer satisfaction with Maple Bear Canada kindergarten has left many marks in the minds of customers and it needs to be maintained and further developed, by any business. When any business is born, it must have a plan to establish a system of loyal and potential customers. Once a company has chosen the right customers and created their satisfaction, this is also the time when the company will build the most loyal customer base.

The success of building the reputation of each business

organization in general and MapleBear Canada kindergarten in particular, if it constantly changes and develops, will not be able to keep up with the development of the current 4.0 technology era, to ensure the rigor in customer care service and maintaining customer satisfaction, retention, and loyalty, businesses need to clearly understand and always change in a positive and effective direction to suit their needs. Customers' individual needs and preferences. So to maintain satisfaction and retain its customers, what must MapleBear Canada preschool do? And competing with other competitors to retain their customers requires schools to have appropriate strategies and policies to compete healthily and retain customer loyalty. So, to be a good educational environment and the top choice of parents, Maple Bear Canada must always innovate and improve in all curriculum issues, improve staff quality, teachers, learning environment and student care services to bring the best satisfaction to our customers. Customer satisfaction plays an important role and influence on the strategic development goals of Maple Baer Canada preschool. Customer satisfaction is an important asset in efforts to improve the quality of education, maintain loyalty and enhance the school's competitiveness in a situation where there are many other international preschools from other countries. Countries with outstanding education not inferior to Canada were imported to Vietnam.

Satisfied customers are an important factor in maintaining long-term business success and maintaining a strong position in the market. For Maple Bear, their customers are not just a source of income but a place where they want to realize their goal of bringing the essence and culture of Canadian education to the world, popularizing new knowledge and effective teaching methods., helping preschoolers in the world in general and Vietnam in particular to become global citizens useful to society in the process of international integration along with the strong development of the global economy. In addition, it also affirms that Canada's qualifications and education system are among the top in the world. Therefore, Maple Bear's customer care culture is highly emphasized, which has contributed to the success in maintaining customer satisfaction at Maple Bear Canada.

6. Conclusions and recommendations

Today, with the rapid development of the world economy, the living conditions and quality of life of Vietnamese people have also improved somewhat. Accompanying that is the need for higher quality education that parents demand from educational organizations and units. It is the increasingly strict assessment standards set by parents that have indirectly created the trend for children to study at international schools. Because many foreign businesses and educational organizations have chosen Vietnam to provide services and educational systems from their countries. Above we have learned and analyzed information related to maintaining customer satisfaction at Maple Bear Canada international preschool. Through this, we can draw a few conclusions that satisfying customers and implementing strategies to maintain and maintain that satisfaction will bring the following benefits:

First, when satisfied, customers will continue to use the business's services and introduce them to those around them. Vietnamese people tend to do word-of-mouth marketing, especially for parents, when sending their children to study

at Maple Bear, if they find the customer service is good and the school provides their children with a good environment. The school is comfortable and effective for learning. They will recommend it to those who are looking for an international preschool for their children to attend. This will help expand the business's customer network and bring huge profits, in addition to saving advertising costs for the business. Market research has shown that the cost of retaining customers is lower than the cost of attracting more potential customers.

Satisfaction will bring friendliness and trust from customers to the business, they will become loyal customers and are always interested in the business's products or services, thereby helping the business collect more revenue. Lots of useful information from customers to make appropriate adjustments and improvements. In addition, businesses also need to conduct research and surveys with a large number of customers to monitor customer satisfaction because customer needs are constantly changing, so assessments also change. and increasingly stricter. Measuring customer satisfaction has many meanings:

Businesses can know how well they have done, measure the good and limited aspects to take measures to promote or overcome thereby improving customer satisfaction. Maple Bear often builds learning programs according to the needs of today's parents. For example, the school has a full range of training types with many forms and prices depending on the needs and conditions of every customer. The school is not only for households with extremely high conditions but also targets other well-off families.

Compare customer satisfaction levels with competitors to improve business competitiveness. It can be seen that the current international preschool market is quite competitive. To consider choosing a school for your child is not simply a learning environment but it is also a starting place for the future, the journey ahead of the child. Therefore, when looking at the list of international preschools, the customers here are parents who will recognize the differences and advantages of each school and compare. The highlight of Maple Bear is the teaching program with scientific teaching methods, bringing civilization from Canada and above all, building the necessary skills, focusing on developing thinking and creativity for students. luggage of preschool children instead of traditional teaching methods. Every child in every class at Maple Bear is a center regardless of the type of training. The school creates a healthy environment for children to feel heard and want to speak up; As well as always observing, encouraging, and making appropriate adjustments in a timely manner to help children increase confidence and promote their own strengths.

In short, customer satisfaction is a very important goal because customers are the ones who directly create revenue for the business. However, doing this is extremely difficult and if not done well, it will leave negative effects. Customer satisfaction has a major role and impact on the strategic development goals of organizations and businesses. Customer satisfaction is an important asset in efforts to improve service quality, maintain brand loyalty and enhance business competitiveness. Customer satisfaction is an important factor for businesses to maintain long-term business success and maintain their position in the market.

Currently, the issue of service quality has become a top priority for stakeholders. Some of the issues related to the prevention of quality improvement in the educational sector

cannot be separated from its key aspects, such as the design of quality improvement that actively targets students as stakeholders, quality assurance and control related to the prevention of measuring positive customer satisfaction, emphasizing customer satisfaction planning of educational institutions and stakeholders their relevance, and the quality of learning is significantly related. This article aims to discuss how students are positioned as stakeholders. The position in question is how educators essentially play their part for the community, who have the same right to learn. Ensuring and controlling the quality of education plays a role in bringing about the quality of education itself. Meanwhile, inspection and testing steps are the most frequently performed methods related to quality control and investigation issues to determine whether standards have been met. Quality assurance involves quality design, where the process ensures that educational products are produced according to predetermined specifications. Therefore, ensuring consistent quality always prioritizes meeting product specifications or doing things right. Meanwhile, measuring customer satisfaction contributes to higher education determining customer needs and benefits in detail; and understand how students perceive the investigative system in operation.

The main focus of the study was to examine the corporate social responsibility performance aspects of customer satisfaction and loyalty at MapleBear Canada preschool. Research shows that customers are satisfied with the corporate social responsibility of Maple Bear Canada preschool. For Maple Bear Canada Preschool, corporate social responsibility plays a major factor in controlling student services and training, followed by individual attention from parents and children. Students receive when their children are in the best learning and training environment. The results of the study show that customer satisfaction and loyalty stem from schools' social responsibility activities. The results of the statistical analysis confirmed that the main research hypotheses were accepted. Based on those limitations, recommendations for future research were made for Maple Bear Canada preschool to improve learning services to customers through enhancing corporate social responsibility as it will build customer satisfaction and loyalty, and at the same time, Maple Bear Canada preschool needs to discover what service needs to improve to achieve the right goals for their service. Below are a few suggestions to improve the quality of customer service, thereby contributing to maintaining customer satisfaction at Maple Bear Canada International Preschool:

Invest in the learning environment: School is not only a place to learn for preschool children, it is also a healthy playground where children are confident and comfortable using their thinking and creativity. To interact and participate in activities that the school organizes to interact with the outside environment from an early age. Maple Bear is considered a school with a friendly learning environment, teachers always inspire students, which has helped the school gain satisfaction and trust from millions of customers in Vietnam. Vietnam. To continue to retain customers and gain their loyalty, Maple Bear should focus on investing in more learning environments and facilities because when children enjoy their time studying at school, teachers Parents will also be more satisfied and sympathetic to the school.

Improve the quality of the curriculum and teaching staff: Currently, the quality of the curriculum at Maple Bear is

built from experts around the world, so each content and learning topic is carefully prepared. Comprehensive and highly applicable to children's lives. Besides, the teaching staff is selected from different countries. Every year, teachers periodically participate in training, updating and evaluating the quality of teaching in preschool education methods by experts from the Maple Bear Canada education system. This is probably the basis to explain why the price of an international training program is many times higher than that of conventional training programs. Because of this, many parents have to consider very carefully before choosing to send their children to school. It is because of Maple Bear's methodical investment and global education spirit that many customers have trusted. To maintain this satisfaction, the school must constantly develop day by day, because just one small mistake can shake the customer's mind.

Maintain customer satisfaction with social responsibility activities: At Maple Bear, children not only learn English, skills, behavior... through fun activities; but children also learn how to share and spread love to those less fortunate than themselves. The school organizes sessions for Maple Bear to visit, meet, play with and give gifts to people living at centers that support children in difficult circumstances. Currently, the school has been doing very well with outside activities to create a beautiful image and spread its educational essence throughout the country. The only thing the school needs to do now is to continue to maintain and regularly organize these activities. Parents will naturally be very pleased when their children are educated how to share and spread love to other situations, not just learning about scientific or applied subjects. These sideline activities not only help Maple Bear Canada score points in the eyes of the public, but also the school's reputation is associated with positive things, and most importantly, help maintain satisfaction from parents who are sending their children. Study at school.

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