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Customer Satisfaction about Customer Service, Reviews at Bao Viet Life Enterprise

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Abstract

Life insurance is a business in the service sector with many characteristics different from other businesses. Currently, insurers are facing a serious problem in that customers terminate and cancel policies ahead of time. This problem causes insurance businesses to lose market share and reduce revenue. The objective of our research is to systematize the theoretical basis of customer service quality. Evaluate customer satisfaction with the quality of customer care services of BaoViet Life Corporation, identify the shortcomings and causes. By appropriate research methods are literature research, interviews and analysis. We realized that the group of clients interviewed was not really satisfied with the quality of service they were receiving. In particular, many customers also feel very bad when using the service at the business. The reason pointed out is that sales staff do not follow, maintain and care for and support customers. The quality of after-sales programs and relations with customers are not guaranteed. Staff qualifications are still limited, and not suitable for job requirements. Sales staff do not follow the correct exploitation process, and arbitrarily perform many activities such as declaring for customers or omitting information, not advising customers accurately.

1. Introduction

The life insurance business is a service business, but because life insurance products have different characteristics compared to other products and services, they dominate most of the business processes of insurance enterprises. Specifically, life insurance products have common characteristics of products and services, which are intangible, inseparable, and unstable. People's incomes improve, and the need for health protection is increasing. Viet Life Insurance Corporation is one of the first life insurance companies present in Vietnam's life insurance market. Currently, according to statistics from the Insurance Supervision Administration, BaoViet Life is the leading enterprise in the market, accounting for 19.25% market share [1]. Although it is an enterprise with the first insurance policy in the Vietnamese market and has been operating for a long time, BaoViet Life is also facing a large number of customers who want to terminate their contracts ahead of schedule. In the face of this difficulty, we will ask the question what is the quality of customer service? What is the customer service of BaoViet Life today? The research objectives of this article are to: Systematize the theoretical basis of customer service quality; Evaluate customer satisfaction with the quality of customer care services of BaoViet Life and identify the shortcomings and causes of satisfaction affected.

2. Theoretical basis
2.1 Some concepts
Satisfaction
There are different views on the level of customer satisfaction - satisfaction. Oliver (1997) said: "Customer satisfaction is consumer feedback, comments about the characteristics of the product, service or the product or service itself. These reflections will show different levels of satisfaction when they consume products or services" [2].

Customer
To put it simply, "customers are individuals or organizations that businesses are trying to market towards". They are the purchasing decision-makers. "Customers are the beneficiaries of the quality characteristics of products and services" [3].

Quality of service

Also, according to Phan & Su (2013), "The level of customer satisfaction is the level of quality of the service provided". According to this approach, "service quality is perceived by customers and evaluated by customers. Customer satisfaction is the difference between how customers feel when consuming that service and their expectations before consuming that service" [3].

The relationship between service quality and satisfaction

According to Zeithaml and Bitner (2000), "Service quality and customer satisfaction are two different concepts, while service quality focuses specifically on those components of service, customer satisfaction is a general concept" [4]. Service quality is a factor affecting customer satisfaction, especially businesses in the field of providing human services. A business that provides services that meet and bring customers products that satisfy their needs, that business has made customers satisfied. Thereby, it can be seen that improving customer satisfaction can only be done when we improve the quality of customer care.

2.2 Research overview

Research by Affiaine (2007) provides an assessment of service quality in the Malaysian insurance industry. In the article, the author has applied the Servqual scale with 5 components (tangibility, trust, level of assurance, feedback and empathy) to evaluate customer satisfaction with the quality of insurance services. The author's research results have shown the influence of each factor on customer satisfaction for customer service of insurers. The author also based on the results proposes some solutions to improve service quality for insurance businesses. However, the study also has some limitations such as the new study sampled mainly on two insurance companies, so it is not representative enough for the whole insurance industry. In addition, the survey is concentrated in one region also affects the use of results to extrapolate to the whole and the recommendation will not be true for some other regions in Malaysia [5].

Research by Masood (2010) analyzes customers' perceptions of the quality-of-life insurance services. In this study, the author also applied Parasuraman's Servqual scale and identified 6 components that affect customers' perception of insurance service quality: Guarantee, personal financial plan, authority, tangible factors, company image, and technology. The study also shows the influence of each factor on how customers feel. Accordingly, the biggest influence on the perception is the image of the company, and the second is the personal financial plan to the perception of customers [6].

Research by author Linh (2014) on assessing customer satisfaction with life insurance services at Da Nang Minh Insurance Company. Research shows that 7 components affect the quality of insurance services: Insurance products, premiums, Compensation inspection, quality of insurance employees/salespeople, distribution channels, customer policies and communication and advertising affect customer satisfaction. However, the study has some limitations that the study sample is not large enough to extrapolate to a total of nearly 200 samples with nearly 30 observed variables. Thus, the study will have higher generalized results if the sample is selected according to probability and studies a wider range of customers [7].

Author Phuong's research (2014) aims to consider customer satisfaction with insurance services at Quang Nam Bao Viet Life Company. The study clarified the theoretical bases, while also analyzing several models of customer satisfaction studies for life insurance services of several authors around the world. The study proposes a satisfaction study model with factors including tangibility, assurance, reliability, empathy, quality of insurance products, premiums. Research has shown the effect of components on customer satisfaction, however premium components and service attitudes are not statistically significant. Based on the research results, the author also offers some policy implications for BaoViet Life Quang Nam Company, mainly policies to increase components that have a great impact on customer satisfaction when using the service, thereby improving customer satisfaction. The limitation of the article lies in the fact that the research sample of the article mainly focuses on customers in one district in Quang Nam province, so the company-wide customer satisfaction inference lacks representativeness and objectivity [8].

The study by Sandhu & Neetu aims to examine how customers feel about the quality-of-life insurance services in India. Research the application of the Servperf scale to measure customer satisfaction through 7 factors: Operability, reliability, safety and operational efficiency, processes and service delivery purposes, material excellence and professional ethics, presentations and communication, proficiency level of staff. Some results have been achieved, such as showing that the influence of the composition of employee proficiency greatly affects the perception of customers. The study also has some limitations as it was conducted among customers in the cities of Amristar, Jalandhar, and Ludhiana of Punjab, so it cannot be concluded for the entire life insurance industry. In addition, the selection of samples at a single state-owned insurer leads to using the results to extrapolate to the whole industry is not really appropriate [9].

Research by author Cuong (2019) with the content of assessing customer satisfaction with the quality of products and services of enterprises. Through the method of studying the literature review, the authors synthesized the concepts of satisfaction, the relationship between the quality of "products and services" and customer satisfaction, customer satisfaction with the quality of services and products. Inheriting from previous research results, especially inheriting the SERQUAL scale from the research proposed by Parasuraman, Zeithaml and Berry in 1988, the authors proposed a research model with 7 components including price, product quality, tangible media, photo reliability, Responsiveness, level of assurance, empathy positively affect customer satisfaction. This research is a precursor to opening up new research directions. At the same time, the study also provides a basis for proposing recommendations and solutions to improve the quality of product services of enterprises in Vietnam in general [10].

It can be seen that the above research works focus on clarifying contents such as concepts, and characteristics of customer satisfaction with service quality, building a model to evaluate the quality of customer care services. However, the studies are still mostly holistic in nature for the entire insurance industry. The study of satisfaction or perception for all insurers can identify the current state of the insurance industry but lacks the application value for each insurer. In addition, the overall study will equate the reasons for the

unimproved quality of insurance services because the components affecting service quality in different businesses or regions will be different. Thus, the results of foreign research are difficult to apply to a specific business because these studies are conducted across the insurance industry. At the same time, cultural differences and customer factors leading to recommendations from these studies can only be applied in localities and countries where the research is conducted. With domestic studies, the new research focuses on small areas, difficult to characterize and represent the whole. Therefore, through the review of documents, the research team has more basis to find out the gap to carry out the research is customer satisfaction with the quality of customer care services of BaoViet Life. This is a necessary and completely relevant study for the time being.

3. Method

Methods of studying literature. We collect relevant research works on service quality, customer care. These studies have been carried out at home and abroad for the purpose of synthesizing and building a theoretical basis for the paper. The content of reasoning is selected and inherited from the research results of published scientific works. Legacy content includes content related to customer service quality, customer satisfaction. Based on the theoretical basis, the research team draws independent theoretical problems with scientific arguments on assessing customer satisfaction with supportive care services from insurance companies.

Methods of interview, analysis, synthesis. We conduct surveys with customers of BaoViet Life. From primary data, the research team used statistical data processing software to present the characteristics of the study sample and interview results on customer satisfaction. Interview questions include information about the client such as age, gender, education level, marital status, occupation. In addition, three important survey variables aim to assess customer satisfaction with the quality of customer service of insurers. Satisfied 1: Buying life insurance at Bao Viet Life is worth the cost and time that you spend; Satisfied 2: Mr/she is completely satisfied with the customer service (gift-giving, visiting, encouraging, fulfilling promises, fully serving at the place...) that Bao Viet Life provides; Satisfied 3: You are completely satisfied with customer support services (health check-up, loans on contract value, financial consulting, customer conferences...) that Bao Viet Life provides. From the collected data, we analyze and synthesize.

4. Results
4.1 Results of analysis of customer characteristics from survey sample data

The total number of questionnaires issued to the survey was 200 votes, 165 votes were recovered, of which 159 were valid and 6 were invalid. The authors used these 159 questionnaires for research data. Based on the results of "Data Cleaning" using SPSS22.0 data analysis software, we can see that all 159 questionnaires are valid and have been cleaned. Of the total 159 customers surveyed, 47 customers were male (accounting for 29.6%) and 112 customers were female customers (accounting for 70.4%). Thus, the proportion of female customers is more than the percentage of male customers.

Table 1: Statistical results on customer gender

Gender	Frequency	Rate (%)
Male	112	70,4
Female	47	29,6
Total	159	100,0

Source: Results of the research team's survey data processing

About the age of survey customers. Among the 159 customers participating in the survey, there are: Under 35 years old: 2 people, accounting for 1.3%. From 35 to 45 years old: 92 people, accounting for 57.9%. Over 45 years old: 65 people, accounting for 40.9%. Thus, customers aged 35 and above account for the highest percentage. These people's family life and income have also had a certain stability and they have more or less saved money for the future. Besides, they are also aware of their health status as well as financial ability acquired in old age. Therefore, through surveys and interviews, the author found that customers aged 35 and over tend to buy life insurance products to protect against life risks.

Table 2: Customer age statistics results

Age	Amount	%	Value %	% cumulative
Under 35 years old	2	1,3	1,3	1,3
From 35 years old to under 45 years old	92	57,9	57,9	59,1
Over 45 years old	65	40,9	40,9	100,0
Total	159	100,0	100,0	

Source: Results of the research team's survey data processing

About the marital status of the group of customers surveyed. Among the 159 customers surveyed, in terms of marital status, there were: Single (living alone): 1 person, accounting for 0.6%. Single (living with parents): 13 people, accounting for 8.2%. Finally, there were families: 145 people, or 91.2%. Married customers account for the highest proportion. Through surveys and interviews, the authors found that married customers not only buy life insurance for themselves but also for their children. It is the expression of love of fathers and mothers who want their children to be educated in the place to have the best life.

Table 3: Statistical results of the client's marital status

Valid	Amount	Percent	Value %	Cumulative percentage
Single (Living 1 Alone)	1	0,6	0,6	0,6
Single (living with parents)	13	8,2	8,2	8,8
Have a family	145	91,2	91,2	100,0
Total	159	100,0	100,0	

Source: Results of the research team's survey data processing

About the education level of the group of customers participating in the survey. Of the total 159 customers surveyed, there were: High school: 1 person, accounting for 0.6%. Intermediate college: 10 people, accounting for 6.3%. University: 53 people, accounting for 33.3%. Postgraduate 74 people, accounting for 46.5%. Respondents with education other than university: 21 people, accounting for 13.2%.

Table 4: Statistical results on customer education

Valid	Amount	Percent	Value %	Cumulative percentage
High school	1	0,6	0,6	0,6
Intermediate, College	10	6,3	6,3	6,9
University	53	33,3	33,3	40,3
Postgraduate	74	46,5	46,5	86,8
Different	21	13,2	13,2	100,0

Source: Results of the research team's survey data processing

4.2 Results of satisfaction analysis on customer service quality of the survey sample

When conducting customer satisfaction interviews with the content "Buying life insurance at Bao Viet Life is worth the cost and time that you spend?". From the data collected, we found that one customer who chose the "Strongly disagree" option accounted for 0.6%. The group of customers who chose "Disagree" opinions was 11 people, accounting for 6.9%. The number of customers choosing the "Normal" option was 41 people, accounting for 25.8%. The highest number of votes was "Yes" with 79 voters, accounting for nearly 50%. In the end, the "Totally Agree" option was chosen by 27 people. This is a group of customers who express that they themselves are very satisfied with the customer service provided by the insurance company. However, we need to pay attention to the two options "Strongly disagree" and "Disagree" because there are still 12 customers who think that buying life insurance at Bao Viet Life is not worth the cost and time they have spent. Another group is the group that chooses the "Normal" option, we also need to pay attention because they are also not satisfied with the quality of service. They do not perceive superiority in the sales policy of the business and they are willing to leave for a new business when the opportunity arises.

Table 5: Customer analysis results for the observed variable Satisfied 1

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	1	0,6	0,6	0,6
Disagree	11	6,9	6,9	7,5
Normal	41	25,8	25,8	33,3
Agree	79	49,7	49,7	83,0
Totally agree	27	17,0	17,0	100,0
Total	159	100,0	100,0	

Source: Results of the research team's survey data processing

In the second observation variable, the content of our question is "Do you feel completely satisfied with the customer service (gifting, visiting, encouraging, fulfilling commitments, serving all documents) provided by Bao Viet Life staff?" Analysis of survey data showed that 8 customers chose the "Strongly Disagree" option, accounting for 5%. Choosing the "Disagree" option had 42 customers, accounting for 26.4%. Customers' choice data when they express satisfaction with the policies of gifting, visiting, encouraging, fulfilling commitments shows that they underestimate and the quality of these services. It can be said that they feel it bad and do not get any comfort when using the services of the insurance company. The reason why they are not satisfied, we have discussed and presented specifically in the review. Let's take a further look at the results of choosing the "Normal" option. At this option,

there are 70 customers chosen, accounting for 44%. The number of satisfied customers was 39, accounting for 24.5%. In the results of this survey, none of the customers chose the "Strongly agree" option. Thus, no customer feels completely satisfied with the customer service (gift-giving, visiting, encouraging, fulfilling commitments, fully serving documents) provided by Bao Viet Life staff.

Table 6: Customer analysis results for the Satisfied 2 observation variable

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	8	5,0	5,0	5,0
Disagree	42	26,4	26,4	31,4
Normal	70	44,0	44,0	75,5
Agree	39	24,5	24,5	100,0
Total	159	100,0	100,0	

Source: Results of the research team's survey data processing

Survey with the third variable in the customer satisfaction assessment process with the content "Are you completely satisfied with customer support services (health check-up, loan on contract value, financial advice, customer conferences) that Bao Viet Life provides?" The survey results showed that the group of customers who chose the "Completely Disagree" option was only 1 person, accounting for 0.6%. The number of customers who chose the "Disagree" option was 14, accounting for 13.8%. The "Normal" option was chosen by 22 customers, accounting for 13.8%. The "Yes" option was chosen by 81 customers, with the highest rate up to 50.9%. In the end, the "Strongly Agree" option was chosen by 41 people, accounting for the second highest percentage at 25.8%. In general, the results of this survey show that customers are quite satisfied with customer support services in health examination activities, loan support on contract value, financial consulting support and customer conferences that Bao Viet Life has provided.

Table 7: Customer analysis results for satisfied observation variable 3

Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly disagree	1	,6	,6	,6
Disagree	14	8,8	8,8	9,4
Normal	22	13,8	13,8	23,3
Agree	81	50,9	50,9	74,2
Totally agree	41	25,8	25,8	100,0
Total	159	100,0	100,0	

Source: Results of the research team's survey data processing

4.3 Assessing the current situation of customer care services of Bao Viet Life

Through the above analysis, customers are not completely satisfied with keeping regular contact and understanding the needs and circumstances of customers that they are responsible for as well as the availability and honesty of sales/consultants and company staff. Through the results of the survey and summarizing opinions when communicating directly with customers, we found some weaknesses in the service provision process of the business as follows:

Sales staff operating for a long time in the profession, through professional training at BaoViet Life as well as their accumulated experience in the process of consulting and

selling life insurance products to customers, have a relatively large number of customers. However, these sales employees are often enticed by the competing insurance businesses of Viet Life Insurance Corporation with attractive promises of commissions, rewards, and job advancement. Many excellent sales staff of BaoViet Life have moved to work at other insurance companies. This not only affects the business efficiency of BaoViet Life but also affects customer care, because BaoViet Life has not really taken the initiative in arranging other sales staff to take care of these customers. Deliverable contracts make customers feel frustrated and difficult to work with a new salesperson and it causes their satisfaction to drop.

New salespeople have very few customers. Therefore, you have to spend a lot of time searching and taking advantage of new contracts to raise income and secure livelihoods. The income of salespeople mainly consists of commissions from order fulfillment. This is the motivation and purpose of the salesperson. Currently, BaoViet Life pays commissions directly to sales representatives once a month in the middle of the month, with the principle that the previous month's performance results are paid the following month. The amount of monthly commission paid to the affiliate is calculated based on each affiliate's actual premium income. The percentage of commission paid to salespeople in the first year of the contract is higher than in subsequent years. So, if salespeople don't take advantage of new contracts, their earnings will drop significantly. Therefore, these salespeople must make efforts to take advantage of new contracts to ensure a stable income and receive other benefits from the company. This leads to neglect of maintenance, care and support of contact with former customers.

Many salespeople, consultants and office workers expect and depend on them but they lack initiative and flexibility. Currently, BaoViet Life is the 2nd largest company in terms of insurance market share and has millions of insurance customers. Therefore, caring for each customer faces many challenges. Other life insurers, especially those new to the market, have fewer customers but have many advantages in serving and retaining customers. Moreover, the influence of BaoViet Life operating under the subsidy mechanism and being protected by the state has long created a mentality of expectation, dissatisfaction and lack of initiative among many cadres and employees who are born. Therefore, customer support has not been paid enough attention when moving to a competitive environment. Meanwhile, other insurance companies, especially foreign insurance companies with sufficient financial and intellectual resources, were established and quickly changed their customer service style to create changes and attract customers of BaoViet Life. In recent years, we have noticed that a lot of Viet Life Insurance Corporation customers have switched to buying life insurance from other insurance companies due to a lack of interest from salespeople and employees. They are focused, clingy, and lack empathy for customers.

Practice has proven that in any area of business, quality, affordable products and attentive service are determinants of the quality of the company's activities. According to numerous studies, the quality of after-sales service and customer support are important, if not decisive, factors in retaining existing customers and attracting new ones. Improving the quantity and quality of after-sales and public

relations programs means that BaoViet Life needs to improve the quality of practical services for customers. These services are the hallmark of Bao Viet Nhan Life and are the key to increasing our attractiveness to customers.

The product structure of BaoViet Life is not diversified, the completion, addition and modification of old products is always slower than competitors. Product advances remain limited, especially in highly protective and investment-related products. On the other hand, BaoViet Life's products do not differ significantly in benefits and insurance coverage compared to competitors such as Prudential, Manulife, Acelife, and AIA. The process of diversification and development the development of new products is very difficult and experience on this topic is limited. The main reason is that human resources are still limited, staff qualifications are not suitable for job requirements, the recruitment of new employees with product development qualifications faces difficulties due to pressure, competition in the labor market is increasingly fierce. Regarding the channel of selling insurance products, customers mainly know the traditional sales channel as salespeople but little about other modern sales channels such as banking, Internet, and telemarketing.

Some sales staff have not properly implemented the exploitation process such as: Household declaration; declaring information that is not true to identity documents; many shortcomings; not instructing customers to declare their medical history... In addition, some sales staff have not promptly taken customers for health checkups, making customers always in the mood to wait to be taken by sales staff for medical examination. From there, it significantly affects the time to issue contracts to customers.

The above analysis shows that customers value customer service support relatively highly. However, to further improve customer satisfaction, BaoViet Life needs to pay more attention to professional qualifications and recruitment, training and promotion to improve customer satisfaction. High qualification of salespeople.

5. Conclusions
Through the above analysis, the article has determined the satisfaction of customers with the quality of customer care and support services of Bao Viet Life. However, the study also has some limitations: The survey in this study was only conducted for customers who use Bao Viet Life's customer care and support services, so it cannot serve as a basis and document for other life insurance businesses. The possibility of generalization will be higher if this study is conducted at many other insurers in the Vietnamese market; This study only focused on individual customers but not corporate customers (group insurance buyers). Therefore, this study should be repeated with corporate customers and thus we can generalize customer satisfaction with the quality of customer care and support services that Bao Viet Life provides.

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