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The Organization of Customer Care Activities at Hooray International Preschool

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Abstract

In recent years, CRM has become the most important topic, however, at Hooray International Kindergarten it is rarely considered a CRM factor and the purpose of CRM is to build and maintain relationships. Customer and customer relations are a key factor for a school to develop and succeed. However, is it possible to fully ensure that the school's customer service activities fully satisfy the needs

for quality, education, and knowledge base? What other needs do parents have that the school hasn't seen yet? As the difference in educational quality is increasingly narrowed under the development of science and technology, improving competitiveness and creating a difference to attract parents who want to send their children to school is important. Good customer care activities.

Keywords: International Kindergarten, Customer Care

1. Introduction to the research problem

Today, customer relationship management activities are quite popular in the world, but in Vietnam, schools and businesses still do not receive adequate attention. According to economic experts, organizing customer care relationship activities will save a lot of costs for schools in particular and for businesses in general.

The open-door policy of the market economy with the participation of many economic sectors has placed businesses in a fierce competition. To survive and develop in today's competitive conditions, schools must take many measures such as: Marketing and promoting the school, improving the quality of teaching staff, policies on salaries, and design. Design the most optimal distribution channel... And one of the extremely important measures that every school cannot ignore is customer care. Customer care plays a very important role in marketing strategies aimed at parents. In fact, in Vietnam, although many schools are aware of the importance of customer care activities, they have not yet built a good customer care strategy to implement. Strengthening the improvement of management and customer care is an urgent task, helping schools overcome weaknesses in the implementation process, enhance their reputation and brand, and avoid losing a large number of customers. adult parent. Hooray International Preschool operates in the field of education. This is a very important field in education in general, because in order for education to reach parents, it must have a team of very professional teachers. It also attracts many schools to participate. Therefore, it can be said that this is a very competitive environment, competitors in the same industry are always ready to use forms of competition for teachers and quality of education to "attract" students. parents. The leaders of Hooray International Kindergarten have determined a strategy to improve their competitiveness through customer care tools, this is the most important job to help the school create its position. difference, building a sustainable brand in the eyes of parents. However, the school's customer care strategy cannot avoid shortcomings. Therefore, our group will have to research and organize customer care activities at Hooray International Preschool.

2. Theoretical basis

2.1 Overview of customer care activities

2.1.1 Concept of customer care

Along with a correct awareness of the role of customers in the survival and development of businesses, today customer service is highly emphasized, ensuring the success of any business. The term "customer service" is often inadequately understood as a warm welcome to customers by sales staff. However, contact with customers is only part of a business's customer care

strategy. In the most general sense, customer care (or customer care service) is everything necessary that a business must do to satisfy the needs and expectations of customers, that is, serve customers. customers the way they want to be served and do what is necessary to keep the customers they have.

According to administrators, customer care is the accompanying activities to complete the transaction process. Whether the product is tangible or intangible, there is customer care attached. From the point of view of production organization, customer service is related to activities that add value to the basic chain of operations of the enterprise.

Customer care is not just a polite and friendly attitude when interacting with customers. Customer care is not just the job of employees who directly contact customers, but customer care must be carried out in every aspect of products and services provided to customers. Like marketing, customer care activities must also come from practice, through the process of summarizing practical experience and generalizing it into theory. Customer care needs all the efforts of the business to better satisfy customers' desires during the process of using the business's products and services. In competition, businesses will do everything they can to minimize costs, but they do not hesitate to spend on customer service activities, because it is a strategic investment to attract customers. customers, creating competitive advantage. Currently, customers often consider customer service activities as an important criterion when deciding to use a business's services. Furthermore, the cost of customer service activities is a cheaper form than market research activities. To achieve the necessary revenue from investing in customer service requires businesses to satisfy three conditions: Customer satisfaction, operational efficiency, and business capabilities. Customer care is a marketing activity and along with other marketing activities, it also aims to satisfy customer needs to thereby achieve business goals.

2.1.2 Customer care content of the enterprise.

The customer care content of an enterprise reflects the specific activities that the enterprise will conduct to serve customers. Businesses themselves cannot propose customer service content based on subjective thoughts, but must rely on customers' wishes. From there, businesses will decide on the organizational model, content, level, and form of service provision... In addition, businesses also need to carefully research customer behavioral psychology to conduct analysis. type of customer, more convenient for the care process.

In parallel with the increasingly fierce competition in the market, customer care content also needs to be continuously innovated in a diverse and rich way. Customer care content at businesses today often includes the following activities: Activities that bring convenience, activities related to human factors, and other customer care activities.

- **Activities bring convenience:** Opening hours suitable to customers' time; multi payment methods; Arrange a hotline so customers can ask questions or request advice 24/7; Building a website to help customers learn about products, services, how to register, pay... All of the above activities create conditions for customers to easily access.
- **Activities related to human factors:** Expressed through the skills, qualifications, attitudes, behaviors of

customer service staff... If those things are done well, they will make customers feel satisfied. be valued more and have a better feeling about the business's products and services.

- **Other activities:** In addition to activities that bring customers convenience and activities related to human factors, customer care also includes many other activities such as giving gifts and greetings on special occasions. In particular, organize regular customer conferences. These activities aim to strengthen the close relationship between businesses and customers.

2.1.3 Meaning of customer care activities.

Customer care activities are meaningful not only for customers, but it also brings businesses many benefits such as:

- + Helps businesses create competitive advantages in the market.
- + Contribute to further satisfying customers' desires.
- + Helps businesses attract customers and create engagement.
- + Create special features for each business.
- + Helps businesses increase market share and level of consumption and use of products and services.

3. Research methods

- **Qualitative method**

Environment is a bilingual preschool, teaching according to the US Acelero Learning curriculum.

Hooray is a truly bilingual environment, with 50% of children's learning and playing time in English. English is taught through the preschool program, through learning, playing, and living activities. The school also provides documents, courses and seminars for parents to understand and accompany their children in developing a Bilingual environment for their children.

In order for children to practice reading habits from a young age, Hoorayers' reading activities take place almost every day. The book's content is carefully selected by the school, through the teacher's inspiring voice, and is an important spiritual food for children.

Besides, Hooray also focuses on physical activity and skills. Activities are designed to help children develop fine motor skills and gross motor skills such as: Learning to cook, aerobics, playing sand, playing water, running and jumping outdoors,... Through diverse activities, children learn many necessary life skills.

Regarding physical fitness and skills, through diverse movements, children also learn to exercise and many necessary life skills.

An excellent safe learning environment while stimulating children's active exploration. All supplies and learning tools must meet strict requirements.

Hooray's kitchen is built to meet preschool kitchen standards. The kitchen is located in a separate area, with strict hygiene control over all processes to ensure your baby's food is always safe and nutritious. Input foods are also strictly controlled and transparent. Food is carefully selected with supply partners with Fresh, Clean, Safe food sources including: CoopFood, Metro, vinmart.

Quantitative methods:

Through qualitative methods, we have shown that the organization of customer care activities plays the following roles:

- **Answer parents' questions in all situations**

- *Create trust with old customers and attract more new customers*
- *Collect customer reviews and feedback and grow from there.*

Through this, we can see that Hooray always helps parents feel very secure and confident when sending their children to study here.

4. Research results

Businesses that want to attract attention and retain potential customers need to pay attention to improving the quality of customer care. If your business's products meet standards but customer care is not good, customers will definitely leave. On the contrary, if your business's products are not really high quality but your customer care is excellent, then of course you will still receive good reviews and customers will be ready to come back next time. Therefore, Hooray Bilingual Kindergarten always organizes customer care activities to bring customers the best to maintain current and loyal customers, and attract potential customers.

Hooray is a Bilingual school that teaches according to the US National preschool education model. With the motto Educate Heart and Mind, Hooray Bilingual Kindergarten hopes to bring Vietnamese children an ideal learning environment and a second home filled with joy in their early years. child's life. Hooray was born from the passion of educators, wanting to give children the best environment to develop physically and intellectually, helping children form the necessary skills early to become global citizens. The 21st century.

Education and language researchers confirm that living in a bilingual environment is good for children's brain and social-emotional development. The earlier children are exposed to bilingualism, the higher their chances of success. Hooray is a truly bilingual environment, with 50% of children's learning and playing time in English. English is taught through the preschool program, through learning, playing, and living activities. Thanks to that, children remember quickly, remember long and soon have confident and fluent speaking reflexes. Hooray has the support of Bilingual education experts to help children's English teaching and learning always improve and enhance. The school provides documents, courses and seminars for parents to understand and accompany their children in developing a Bilingual environment for their children. Not only does it provide practical knowledge for preschool children, helping them improve their skills and IQ, Hooray is also the first preschool in Ho Chi Minh City to apply EQ as a subject and integrate it into every subject. learning and fun activities. Hooray's exclusive EQ program will help children develop emotional intelligence naturally - children understand their own emotions, understand the emotions of others, and learn how to control personal emotions. At the same time, he has a heart full of love.

Regarding attractive and rich learning activities, Hooray is aware that the learning environment is extremely important, so the school focuses on creating lively, attractive and realistic learning environments. Learning topics change monthly or quarterly, creating a series of new and practical activities. Lessons are implemented in the form of projects and role-playing games, helping students absorb knowledge naturally, remember it for a long time and be able to apply it in practice. Besides, Hooray also focuses on physical

activity and skills. Hooray's learning environment creates conditions for children to play every day outdoors and in indoor play areas. Activities are designed to help children develop fine motor skills and gross motor skills such as: Learning to cook, aerobics, playing sand, playing water, running and jumping outdoors,...Through diverse activities, children learn many necessary life skills.

Children's imagination is an infinite treasure, it is important that adults help children unleash that potential as soon as possible. Hooray organizes activities such as role play, block building, puppet house play, drama, drawing... that take place regularly at Hooray to stimulate children's imagination. In addition, to help children practice reading habits from a young age, Hoorayers' reading activities take place almost every day. The books carefully selected by the school, through the teacher's inspiring voice, are important spiritual food for children. Children are introduced to books, learn through books and reading books becomes their habit. Reading is an important skill for children to be able to study well at the next levels of education and form lifelong learning habits through books.

To take the best care of children at Hooray, the ratio of teachers and students is reasonable so that children are well cared for and trained in independent skills from an early age. In addition to teachers and nannies, Hooray also has teachers and staff to support children in learning, eating, and playing activities. Therefore, Hooray always helps parents feel very secure and confident when sending their children to study here.

For the best development of children, each student at Hooray Kindergarten has a personal medical record and is periodically monitored for weight and height to control the child's physical development. Medical staff closely monitor the children's health problems to promptly notify the family of the situation. The school also regularly organizes periodic health checks for children. In order to minimize infectious diseases, principles of environmental hygiene and disease prevention are strictly followed.

Hooray's kitchen is built to meet preschool kitchen standards. The kitchen is located in a separate area, with strict hygiene control in all processes to ensure your baby's food is always safe and nutritious. Hooray has a private dining room, clean and airy. Input foods are also strictly controlled and transparent.

5. Discussion of research results

Understanding the top concern of parents who always care first about their children: 'what is best for the child'. In order to meet all the concerns, Hooray has built a dynamic and fun learning program, established a system, designed modern facilities and invested in integrating the most appropriate and effective experiences for children.

In addition, the school pays special attention to the issues of food and meals for children, the school designs a clean private dining room, ensuring a clear food source, quality and standard nutrition for the germ system. young. Parents will be informed about their child's daily menu and weekly changes in order to know their child's nutritional regimen. If there is a change in their child's diet, the school will record it and deployment.

The leadership team and teachers at the school are all dedicated people who love their job, always ensure dedication, enthusiasm and always want the best things for the children.

Researching and learning about children's interests and psychology, the school always creates a healthy playground system for children's development. Helping children understand and be more aware, develop themselves, create an ideal joy, the first beautiful years of a child's life helps children become passionate and desire to learn and have fun at Hooray.

The school is always updated and constantly innovating, increasingly adapting to times and trends, training and recruiting highly qualified and enthusiastic teachers as well as enrolling students. Always create favorable conditions and offer special options during admission periods to impress parents to create trust in sending their children to school.

6. Conclusion and recommendations

Paying attention to customers and performing good customer care is always the motto of Hooray International Kindergarten. Customer care has contributed a significant part to the results of the preschool's care activities in recent years. Currently, in the context of increasingly fierce market competition. Organizing the school's customer care activities is a very practical and extremely important task in the context of the current educational situation in Vietnam. However, besides that, there are some recommendations for Hooray International Kindergarten as follows:

For the school leadership at Hooray International Kindergarten: The school leadership should regularly have plans to inspect and urge teachers to work actively and take good care of students. In addition, school leadership should also encourage exchanges between preschools in the education sector to help teachers learn experiences, knowledge, working skills and effective teaching.

For teachers at Hooray International Kindergarten: Teachers must be aware of their current work, teaching and working at the school, and the satisfaction of parents when they place their trust in sending their children. Children entering school is the success of the school, so teachers must dedicate themselves to teaching students.

In addition, teachers in charge of customer care also need to master the operations and fluctuations in education, market, economy, weather, etc. to promptly make appropriate adjustments in their work. Communicate with parents without making parents feel upset. Foreign language ability is also one of the very important and necessary skills to join the integration trend in the world. Teachers currently working at the school need to improve and improve their foreign languages, because this is an international school, requiring good foreign language communication skills to be able to communicate to students.

Teachers in charge of customer care need to clearly understand who the parents they need to serve are, what their needs and desires are, and compare their school's customer care program with those of competitors. Are there any differences between the competition, so that you can improve your own customer care skills or make recommendations and contributions to the board of directors to help the school's customer care policy? be improved and keep up with market trends.

For the government: Customer care service is currently considered a potential and promising profession. The domestic market is expanding every day, advanced technologies in telecommunications, internet, television, and satellite are also constantly developing, which are potential

favorable conditions for services to develop strongly. Personnel working in this profession can work remotely, can work part-time and there is no age or appearance limit. If trained thoroughly, if there is clear direction from schools, and supportive policies from the government,... this service has a great chance to explode and this profession will become a completely new profession. Totally attractive to many young Vietnamese workers. The state should innovate the education system to match the trend of international economic integration, gradually improving the quality of training at preschools and training centers.

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