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### Deploying Customer Care Activities at AEON Vietnam

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#### Abstract

The open policy of the market economy along with the participation of many different economic sectors and subjects has placed businesses in a fierce competition. Of course, to survive and develop in today's competitive conditions, businesses must take many measures such as: Marketing, promoting product brands, improving the quality

of sales staff, pricing policies...And one of the important measures that every company cannot ignore is the customer care and management system. In this article, we conduct research and evaluate the customer care organization at AEON, which operates in the largest foreign retail sector in Vietnam.

**Keywords:** Customer Care, CRM, Organization, AEON in Vietnam

#### 1. Introduction to the research problem

Currently, in the context of a strongly developing market economy and increasingly fierce competition, customers play a very important role for every business. It determines the success or failure of the business. Many businesses have affirmed that "The most important asset for our business is our customers". Why such an assertion? Goods and products produced and sold on the market must have consumers. So if there are no customers, what will happen to the goods? Leading to business bankruptcy.

Some experts believe that every business is in the same business, which is to sell customer satisfaction. Therefore, no matter what type of business it is, there is no other way to survive than to meet customer needs. Customer needs are not simply the goods and services provided by businesses but also have higher requirements than that. Recognizing the importance of customer satisfaction is a decisive factor for business survival. Therefore, how to satisfy customers and how to take care of them to retain old customers and attract new customers is an issue that requires all members of the business to change their "Customer-oriented" thinking. row".

Along with a correct awareness of the role of customers in the development and survival of businesses. Nowadays, customer care organization activities are highly emphasized and paid attention to by many businesses. Customer care is a competitive strategic activity of a business to reach and retain customers both intellectually and emotionally. Investing in customer care activities is not a regular expense but a long-term investment.

Customer care is not just a polite and friendly attitude when interacting with customers. Customer care is not just the job of employees who have direct contact with customers, but customer care must be carried out in every aspect of products and services provided to customers. Just like marketing, customer care activities also come from practice, through the process of summarizing practical experience and generalizing it into theory. So to better understand this content, below we will take a deep dive into the organization of customer care activities at AEON Vietnam.

#### 2. Theoretical basis

Customer care can be understood as everything a business can do to best satisfy the needs and expectations of customers. Customer care is serving customers the way they want. First of all, in terms of benefits, customer care contributes to promoting long-term relationships between customers and businesses. Thanks to customer care activities, customers will feel very cared for in very small things: interests, needs, birthdays, holidays... Helps businesses listen to customers more easily. Manage the situation and development of the business in the past, present and future. Helps businesses promote their product brands quickly, easily and at the lowest cost, and is also a tool to support businesses in centralized management of resources, as well as manage employees in the most effective way. About The benefits of organizing customer care activities will contribute to

promoting closer and closer relationships with customers, bringing absolute satisfaction and trust to customers while ensuring efficiency. business for business. The organization of customer care activities must be specialized to each department and each position. The customer care department at juvenile units must be organized across customer-sized departments. The powers and responsibilities of the customer care department must be clearly and specifically assigned. As with all businesses in general, customer care brings service providers benefits such as: Maintaining loyal customers, reducing costs, and being a competitive weapon for businesses.

Although the object of customer care activities is current customers and the purpose is to maintain current customers, if customer care is good, it will also have a positive impact on conquering potential customers. That means if a customer is well served, they will tell others about their satisfaction. And of course it is also harmful if there is a customer who is dissatisfied with the business and complains to those around him about it.

Besides, businesses can reduce a lot of costs if they perform customer care well. Firstly, businesses will save costs of finding new customers. To survive, a business must maintain a certain number of customers. This goal can be achieved in two ways: keeping existing customers or finding new customers. Therefore, if businesses do a good job of customer care and customer retention, they will maintain a relatively stable number of customers. This significantly saves on the cost of finding new customers. Second, for regular customers, businesses will reduce travel costs and advertise new products and services. Third, good customer care and making customers satisfied right from the first time will help businesses save costs in time and money in the process of resolving customer complaints and questions.

Customer care is an important competitive weapon for businesses in today's integrated economic environment.

The development of Marketing in general and the emergence of new marketing activities such as: Customer care or customer relationship management (CRM) all originate from the root cause of competition in the market. becoming increasingly stronger and harsher. The trend of globalization of the world economy has significantly impacted the current level of competition. Competition is not only within one country but also extends to a region and the whole world. More and more domestic and foreign companies are appearing that can provide the same type of products and services. Attracting customers is a vital factor for the survival of a business.

Therefore, it can be said that customer care (CRM) has a very important meaning for service businesses. It improves the quality of service as perceived by customers. Thanks to that, businesses retain customers.

Currently, AEON customer care organization in Vietnam is facing fierce competition in the market. Competitors find every way to win customers, especially large customers. In fact, we have lost many large customers, sometimes without clear reasons why? Therefore, organizing customer care activities is very important.

### 3. Research methods

In the essay, the research team used two main methods: qualitative method and secondary data collection method.

#### *Qualitative method*

The research team used qualitative methods to highlight the

factors affecting Aeon Vietnam's customer service and answer the question "Why is Aeon successful in the Vietnamese market?".

#### ▪ Service attitude

Service attitude is very important in customer care. Therefore, you can rely on service attitude to know whether the quality of customer service is good or bad. Aeon mall follows a Japanese service style, which is wholehearted customer service. Service attitude is one of the most important factors affecting customer experience when visiting and shopping. Omotenashi culture at Aeon Mall is highly valued and expressed through early-hour greeting activities, friendly and enthusiastic attitudes toward guests of the staff, from the janitor, security guard to the staff. customer care. This is a culture that has been maintained since Aeon Mall began operating until now. Aeon mall's service attitude is highly appreciated and has won sympathy from many customers.

#### ▪ Ability to provide

Next, the ability to provide products is also extremely important and necessary for customer service. As well as being a factor that affects long-term customer retention.

Currently, Aeon is selling about 350,000 product codes, with an average of about 1,700 new items entering the supermarket every month. The number of manufacturing and supply enterprises wanting to participate in the distribution system is increasing. To diversify products, increase customer choices, support more effective consumption of Vietnamese goods while increasing competitiveness, we are actively expanding sales points, diversifying business models, and at the same time Find and add more new products and goods (Hung Le, 2021).

With large supply capacity, Aeon Lun ensures to supply almost all customer needs.

#### ▪ Satisfy needs

Over hundreds of years of operation, the principle of taking customers' trust and wishes as the focus is considered by AEON to be a core element. AEON employees try their best to satisfy customers' needs and build a better life. The eternal mission that AEON wishes to maintain is to bring maximum satisfaction to its customers.

To be successful, Aeon Lun fully meets entertainment needs such as indoor play areas, gyms, cosmetics display and sales areas, cinemas... All of these things create the image of a center. Modern shopping center satisfies customers' shopping needs. In order not to be left behind by the rise of online shopping, shopping centers must continuously innovate and create.

For the management and operation units of Aeon Vietnam shopping centers, innovation can be simply understood as decoration efforts during every spring, traditional New Year, and major holidays.

#### ▪ Price

Service price Price is also one of the factors affecting the quality of customer care service. Because when customers buy goods, they want to receive a product worthy of their money. If the price does not match the product quality, customers will be dissatisfied. Therefore, this is also a factor to evaluate the level of customer care. Even though it is a Japanese brand, Aeon Mall still has many products at affordable prices. That means whether you have high or low income, when entering this shopping mall, everyone's shopping opportunities are equal. Furthermore, every product entering Aeon Mall must go through extremely

strict censorship steps, so Aeon Mall products are always guaranteed in quality. Aeon Mall's price and product quality always go hand in hand and bring good shopping experiences to customers.

- Reasons why Aeon is successful in the Vietnamese market

Focusing on and implementing well the 4 factors mentioned above leads to the success of Aeon Vietnam

Aeon Vietnam's flexibility is also evident from the first days of entering the market. To develop sustainably in a new market, Aeon always respects unique indigenous elements. This enterprise has conducted research to evaluate the market, consumer behavior and habits of customers, thereby forming a project model suitable for Vietnamese consumption culture. Projects that have been successfully implemented by Aeon Vietnam all have wide coverage from suburban areas to surrounding areas, meeting all customer needs. Not simply a place to provide goods to consumers, Aeon Vietnam has added new services, bringing interesting experiences to customers.

#### *Secondary data collection method*

Secondary data is data that is already available, not collected by us, and has been published, so it is easy to collect, costs less time and money in the collection process, but is an important document in further research. marketing as well as other social sciences. In this essay, the research team collected secondary data about the current state of Aeon's customer service. At the same time, collect additional external data from reference documents, previous research on marketing and customer care services. This helps make the essay more general.

#### **4. Research results and discussion on organizing customer care activities at AEON Vietnam**

*AEON Delight Vietnam customer care service with the motto " When customers need support, we are always ready with a spirit of hospitality; Always have a smile on your face to bring customers the most comfortable experience."*

AEON Vietnam aims at Customer Security - Care service developed based on the famous Japanese Omotenashi spirit. "Omotenashi" is not simply defined as "hospitality" in Vietnamese or "hospitality" in English, but is thoughtful, friendly customer care that exceeds expectations without needing "thanks" . At AEON, the caregivers always proactively support and help customers in the best way, to bring safety - peace of mind and create a feeling of comfort - convenience every time you have the opportunity to visit AEON. .

*Customer care service according to Japanese standards in Vietnam.*

AEON Delight Vietnam aims to provide services that not only bring safety and peace of mind, but also create a feeling of convenience and comfort for customers when coming to the shopping center.

AEON Delight Vietnam Customer Care Department includes a team of Information Desk staff and Customer Care staff, working together smoothly in operations, such as: guidance and answering questions, asset coordination lost, coordinating the arrangement of shopping carts, coordinating to maintain optimal temperatures in the building...

AEON Delight Vietnam is aware that, when each transaction takes place, customers are evaluating and recognizing service efforts, not simply what you bring to

customers. More importantly, they also judge by how you make them feel comfortable mentally and emotionally. That is friendliness, understanding, empathy and fairness. Always create conditions for them to choose, test products or be provided with all necessary information.

AEON Delight Vietnam Customer Service staff are all trained to do such things well. When working, we always keep in mind that customer satisfaction is the top priority.

#### ***Enhancing customers' lifestyles - an eternal mission at every place AEON Vietnam is present***

*The business philosophy "All for customers" is expressed by AEON Vietnam not only through each product and service but also from the smallest things, clearly demonstrating Japanese corporate culture in each activity.*

*Eoan Shopping Center offers customers an "AEON standard" shopping space for customers to experience right from the free parking lot, higher than usual railings to ensure customer safety, or Focus on maintaining hygiene with epidemic prevention measures. Understanding the needs of mothers and families, the Baby room here is also a big "plus point" in the eyes of customers. Free services for AEON Vietnam's customers are also very diverse, such as shopping by phone, grocery shopping, free gift wrapping, membership cards, and Kids Club cards.*

*Not only that, with the desire to develop sustainably with the local community, AEON Vietnam has carried out many activities such as reducing single-use plastic waste by encouraging customers and employees to bring their own bags when shopping. Buy and limit the use of biodegradable plastic bags; Deploying the Sustainable Education project for future generations providing antibacterial hand sanitizer, installing handwashing sinks and extracurricular activities for more than 20,000 students at 20 primary schools & preschools in Le Chan district.*

*Functions and tasks of the customer service department at the Shopping Center.*

At shopping centers, the AEON Delight Vietnam Customer Service department includes information counter staff and customer care staff. The information counter staff is responsible for receiving customers' problems and questions, thereby providing customers with the information they need. These can be just simple questions such as the location of products, promotions, information about the unit, about services... everything customers want to know. The information desk staff's job is to answer all those questions with the most welcoming attitude until the customer is satisfied.

Information counter staff will be people who hold information in the palm of their hand and understand all issues related to the service they are providing.

Customer service staff will be the ones to help customers choose satisfactory products, coordinate and arrange shopping carts, coordinate and maintain optimal temperatures in the shopping center... It can be said that These are all the responsibility of the Customer Security department , so smooth coordination is necessary to reach the ultimate goal of bringing comfort to everyone.

A team of staff trained according to Japanese standards patrols throughout Shopping Centers as Smart Consultants. With honesty, caution and diligence, the Customer Security team understands the needs of customers who need help. From there, provide diverse information throughout the building, guide customers, explain, support and help customers use the shopping center's amenities such as

escalators, elevators, etc.

AEON Delight Vietnam always encourages all employees in all departments to always be happy and enthusiastic. Bow and smile friendly to customers.

## 5. Conclusion and recommendations

Japan is a country known for its high standards of etiquette and human behavior. As a business from Japan, AEON Delight Vietnam has inherited and promoted those high standards in its customer care activities. AEON Delight Vietnam is fully aware of the great influence of customers and customer satisfaction on its existence and development. Since then, the business has introduced very good customer care policies, which are highly appreciated by customers.

Although Aeon has been implementing customer care policies and activities very well. But human needs are always changing, and the trend is increasingly making higher requirements. In order for Aeon to meet future customer needs and thrive in the current competitive economic environment, the research team offers recommendations for Aeon's customer care activities. as follows:

- Organizing trial use (drinking, eating, testing, etc.) for customers but not yet selling the product, causing customer demand to increase, making them want that product or service immediately.
- Expand the distribution system of many locations - wide range to enhance competition and enhance corporate image, contributing to image positioning
- Implement distribution by building a supermarket system with scale depending on location and market in each certain area.
- AEON can carry out exclusive distribution of products from Japan to take advantage of a leading Japanese enterprise. The goal "Vietnamese people who use Japanese products must go through AEON"
- Promote distribution through the e-commerce system: buy - sell directly via the internet, telecommunications, ... to increase customer convenience.
- In recent years, along with the difficulties of the economy, consumer needs have also changed a lot. Most of them limit their consumption, and the purchasing power of the market decreases. Therefore, it is necessary to have promotional activities to stimulate consumption and increase customers' purchasing power in the form of promotions: regularly have discount programs, issue loyalty cards to customers, and customer cards. loyalty, prize draws, organizing contests and games like "smart buyers", linking up with other partners to conduct promotions,...
- Open scholarship funds, sponsor schools with students from disadvantaged families, build charity houses, help lonely elderly people, etc. All of the above PR activities will help improve the image of the elderly. company image, while contributing to the goal of accumulating customer goodwill.
- Organize product consulting sessions and promote products that bring benefits to customers to stimulate buyer demand and stimulate customer purchasing power.
- Open more free bus routes to AEON.

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