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Implementing customer care activities at Lotte Vietnam

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Abstract

Vietnam is beginning to enter a new phase of development and integration, deeply integrating into the world economy with the completion of many large-scale free trade agreements. With the development of fast-food brands, they were also quickly introduced into Vietnam, creating a boom, gaining popularity and gradually becoming a favorite dish in bustling life. And more than that, they help save time and bring convenience, have many attractive flavors, unique designs, and affordable prices that have created a new habit

for a large part of consumers. Vietnam. Through research, it helps us thoroughly understand customer needs and habits, approach and communicate with customers, and manage customer information systematically and effectively. To provide suitable products and services to meet the needs and desires of customers. At the same time, it helps us understand the strengths and weaknesses and give opinions to improve the shortcomings in the brand's customer service.

Keywords: Customer Care, Lotte, Customer Retention, Satisfaction, Competition

1. Introduction to the research problem

The concept of customer is defined in textbooks and books by many researchers as well as business experts. Prominent and popular are Nguyen Thuong Thai (2007), Peter F. Drucker (1954), Tom Peters (1987). The concept of customers today is understood in a broader sense. Customers are all subjects who have or will have a need for a certain product or service that needs to be satisfied.

In business, customers play a vital role in the survival of the business. Therefore, customer care to satisfy needs as well as retain and open up opportunities to find new customers is an important and necessary factor for every business. The goals of customer care will often revolve around: building customer trust, creating loyal customers, attracting new customers, saving costs (Tien, 2019, 2019a, 2019b, 2019c, 2019d).

Today, with the development of society, human needs are increasingly enhanced. When shopping for goods, customers always want to buy the best quality products, reasonable prices and perfect services from reputable companies and businesses in the market. On the other hand, for businesses participating in the market economy, where many strong competitors exist, these businesses face many difficulties. Therefore, to be truly competitive, create a good image and attract many customers, businesses require a correct and appropriate business strategy. One of them that cannot be mentioned is the role of customer care activities. In the field of customer service, the closest concept to customer care is customer relations. Both are functions of the customer service department and serve to build long-term relationships.

Reality shows that successful and effective businesses are those with excellent management and customer care. Customer care activities play an extremely important role in the sales activities of a business, because it has a great impact on revenue and profits. Implementing thoughtful customer care activities that meet customers' requests and wishes helps businesses both build a good image in the hearts of customers and further tighten the relationship between the two countries. side, making customers stick with the business and trust the product, becoming loyal customers. Thus, businesses will increasingly gain more market share and stability in the market, contributing to improving their competitive advantage over rival businesses.

Today, with the contribution of 4.0 technology, customer care has become easier and more convenient than ever. Many customer care services were launched with low investment but high efficiency, helping businesses expand their markets and increase sales. Customer care activities Help businesses listen more to customers, easily manage the business 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 effectively and efficiently. (Tien 2021).

2. Theoretical basis

Customers are people who want maximum value within their budget and level of knowledge, motivation, and income. They set value expectations and base their actions on purchasing or not purchasing a certain company's products and services. Customer care (or customer service) is everything a business must do to satisfy the needs and expectations of customers, that is, serve customers the way they want to be served. and do the necessary things to keep the customers you have (Minh & Thong & Vinh, 2018) before, during and after purchase. Customer care service is a bridge between consumers and business services. Keeping existing customers with customer care services will help businesses reduce costs, stabilize business and increase brand value in the market, thereby helping businesses attract and attract new customers to use the service. service.

According to Philip Kotler (2006), "Satisfaction is a person's feeling of satisfaction or disappointment as a result of comparing the actual perceived performance of the product (or outcome) in relation to his or her expectations. their wait". This concept clearly states that satisfaction is a comparison between actual perceived benefits and expectations. If the actual benefits are not as expected, customers will be disappointed. If the actual benefits meet the expectations set, the customer will be satisfied. If actual benefits are higher than customer expectations, it will create the phenomenon of higher satisfaction or satisfaction exceeding expectations.

In short, service quality is a factor that greatly affects customer satisfaction. Therefore, to improve customer satisfaction, businesses must improve service quality. In other words, service quality, especially customer care, and customer satisfaction are closely related, in which service quality is what comes first and determines customer satisfaction. client.

The purpose of customer care is to satisfy existing customers by serving them in the way they desire, creating close, long-term relationships and demonstrating the company's professionalism. The company performs customer care work aimed at satisfying customers' needs, benefits when using the product, price, product quality or receiving accompanying services when using the product. product... Satisfaction with the product will greatly influence future purchasing decisions. Today's customers are demanding people who want to be treated courteously, respected and heard sincere thanks. What customers need to ask when buying products and services is service quality. Therefore, the customer care system will follow a dedicated and professional process that is becoming increasingly important and necessary for businesses. Thus, in addition to price and quality competition, businesses must also pay attention to providing customer services and doing good customer care to have more loyal and more stable customers.

In a market with increasingly fierce competition like today, product quality, price, and incentives are not the factors to attract customers most effectively. Along with these factors, it is also closely related to customer care issues. However, traditional methods are difficult to ensure the desired effectiveness. Especially with the scale of a business with a

large amount of customer data, even if you have a professional customer care team, it is difficult to guarantee that. Not to mention the cases of incorrect information, wrong statistics or every time you need to find it again you have to "swim" in a pile of books and data sheets.

Meanwhile, CRM software is a specialized support tool to track and maintain customer contact data, it works faster, smarter and with fewer errors. CRM can completely support businesses from approach, planning, implementation to evaluating effectiveness throughout the customer care process. Not only that, CRM software also helps increase customer satisfaction.

CRM stands for Customer Relationship Management. It is a strategy for companies to develop close relationships with customers through research, thoroughly understanding customer needs and habits, and systematically approaching and communicating with customers. Systematically and effectively, manage customer information such as account information, needs, contacts to better serve customers. Through the customer relationship system, customer information will be updated and stored in the database management system. Thanks to a special data discovery tool, businesses can analyze and form lists of potential and long-term customers to devise reasonable customer care strategies (Tien 2021).

Objective of CRM

- Attract and retain customers by creating value, meeting what they need and want. Retain current customers and find new ones.
- Analyze the transaction process with customers from the first contact to the final purchase and analyze customer needs to propose further offers.
- Focusing on marketing, sales and process services helps businesses have a visual strategy to build a customer-oriented business culture to be able to compete, survive and integrate with the world economy.
- Manage customer portfolio, basic information such as address, phone, email, customer contact helps sales staff find information to serve customers better and sell products faster.

CRM also plays an extremely important role when it comes to taking care of customers with the best services offered based on customer preferences and desires. Contribute to promoting long-term relationships between customers and businesses, helping customers better understand the business. Your old customers feel that they are seriously interested in what is related to their requirements and purposes of them such as: Date of birth, Hobbies, Needs...

Customer care process

- Stage before purchasing the product: At this stage, the need does not necessarily arise from the customer, but the business can proactively stimulate the desire to obtain the product or service. Businesses can use direct marketing, leaflets, direct mail... to provide information to customers. The customer care content in this stage is to introduce the features, prices, quality of the product, utilities, instructions for use...
- Stage when purchasing a product: After evaluating options, customers come to a purchasing decision. However, from the purchasing decision to purchasing, there are still obstacles such as: purchasing conditions, purchasing location, payment methods, after-sales services... To promote the purchasing process, businesses need to Eliminate obstacles from the

business itself by arranging convenient sales points, diverse payment methods, rich and attractive after-sales service content. Another obstacle to the decision Purchasing intention comes from the customers themselves, from their "difficultness". To win the hearts of customers, businesses must create a spacious, clean sales space, complete facilities, amenities, and sales staff who are warm, enthusiastic, and knowledgeable about their products. products, skillful and agile manipulation skills... Customer care work during this period must focus on creating maximum comfort and convenience for customers when purchasing products.

- Post-purchase phase: Customer care after purchase plays an important role, it affects retaining current customers and attracting new customers. After selling products or services to customers, company employees still have to continue to take care of them. Ask them if they use the company's products and services well, if there are any difficulties, and answer customers' questions; organize exchanges and seminars; Record the company's suggestions and shortcomings and fix them as quickly as possible and don't forget to send them other benefits such as: birthday gifts, contract anniversary gifts, year-end gifts, promotions, news. Good articles and letters offering new products and services.

3. Research Methods

Research methods used in the document include:

Document analysis method. This method is to find the basic ideological content of the document, find problems related to the research of the topic and identify the problem that needs to be solved. Documents, articles, interviews or magazines related to the scientific issue of "Customer care at Lotte Vietnam". So for that data and related documents, screening is needed to get the most out of the correct documentation for the problem.

Method of analyzing the current situation: Analyze the current status of customer care activities at Lotte Vietnam and then present the achievements, shortcomings, limitations as well as the causes leading to those limitations.

Comparison method: compare Lotte's customer care activities compared to Vinmart, Coop mart... then find and synthesize to make conclusions and recommendations. In addition, the comparison method also helps for homework. Comparable and realistic.

Secondary data analysis method: Secondary documents about Lotte are collected through reports and statistics of state agencies, research works, newspapers and specialized magazines on content. related to the research topic. In addition, secondary data sources are also provided through websites such as organizational structure, customer care activities, employee management and training, number of employees, and department functions and tasks. leaders, business results over the years. And this method helps find groups of signs and find causes and results in groups of subjects based on documents and research sources of secondary data. analytical approach so we can highlight the key customer service roles.

4. Research results and discussion

- *Research results*

In general, the majority of current customers are satisfied with Lotte's customer care service. Most supermarkets in the

area as well as many industries operating in the service business always focus on customer care and Lotte is the same.

With the development of the economy, administrators realize that combining Marketing activities with customer care will help customers better understand products and businesses, thereby helping consumer goods increase. easier, increase revenue and capture large market share. In fact, customer care is also carried out by businesses in stages such as distribution, direct sales, promotions... Building a wide distribution channel system helps customers reach customers. with your business's products easily. During the sales process, sales staff have direct contact with customers to advise and convince customers to use the product.

Lotte's customer care includes 3 processes (Tien 2021a):

Pre-purchase stage

At this stage, the need does not necessarily arise from the customer, but Lotte can proactively stimulate to create a desire for products and services. Lotte can use direct marketing, leaflets, direct mail... to provide information to customers. Customer care content in this stage is to introduce the features, price, quality of the product, the benefits the product brings, instructions for use...

Purchase decision stage:

After evaluating the options, the customer comes to a purchasing decision. However, from the decision to purchase until the purchase, there are obstacles such as: conditions, place of purchase, payment method, after-sales service.

services, etc. To promote the purchasing process, Lotte needs to eliminate obstacles from Lotte itself by arranging convenient sales points, diverse payment methods, and rich after-sales service content. rich, attractive... Another obstacle to purchasing decisions comes from customers themselves, from their fastidiousness. To win the hearts of customers, Lotte must create a spacious, clean sales space, complete and comfortable facilities, and a space with warmth, enthusiasm and understanding of employees. business., skillful and agile manipulation skills... Customer care during this period must focus on creating maximum comfort and convenience for customers when purchasing Products.

Time period after purchase

It is not after the purchase that the relationship between Lotte and the customer ends or customer care work is completed. Any customer who makes a purchase highly values Lotte's after-sales service and uses it as a selection criterion. Customer care activities at this stage focus on consulting and helping customers in the process of using products and services and building relationships between customers and Lotte, increasing the likelihood that customers will return. Come back to Lotte next time.

Activities that bring convenience such as selecting sales locations, arranging appropriate sales locations, and opening hours that suit customers' time; Home delivery to regular customers, simple return and exchange conditions, accepting many forms of payment, arranging a hotline for customers to ask questions or request advice 24/24h, building a website to help customers find understand products, order, pay, change orders at home, etc. Activities related to human factors are expressed through the skills, qualifications, attitudes and behaviors of workers. Learn carefully about the uses, functions, characteristics, usage, etc. of the product; act skillfully when providing services; Warm and friendly

attitude when interacting...

Besides activities that bring convenience to customers and activities related to human factors, customer care also includes many other activities. For example, giving gifts, making inquiries on special occasions, organizing periodic customer conferences, sending new product samples for customers to try, etc. These activities aim to strengthen close relationships with customers, Let customers know that they are cared for by the business anywhere, anytime. Lotte Mart also shows thoughtful service: there is a room for children to rest, inside there are cribs with mattresses, and recliners to rest, mothers with small children can put their children to sleep, or come in. Breastfeed comfortably and discreetly. Regarding goods, Lotte Mart has a full range of products from popular to high-end and attracts customers by the meticulous care for each fish and squid displayed on the shaved ice shelves as well as the new and strange features of the booths. row. dishes only seen in Korean movies.

For businesses, customer care aims to attract and create a bond between customers and the business, along with improving product quality and customer care services to bring customers satisfaction and satisfaction. satisfaction is higher than their expectations before consuming the product. Good customer care will help businesses retain customers and create customer loyalty to the business's products. From there, businesses will reduce competitive pressure from competitors when they have loyal customers to the business. In addition, when businesses have new products on the market, they can take advantage of these loyal customers to promote their products. This method is highly effective but inexpensive in terms of marketing costs. Besides, good customer care and making customers satisfied right from the first time will help businesses avoid costs to overcome the consequences if customers are not satisfied. And most importantly, customers' trust in the business.

Doing good customer care helps businesses create a competitive advantage. It is understandable to research and manufacture attractive products with increasingly improved designs and quality. Therefore, the products of businesses in the market have the ability to replace each other to meet customer needs at similar prices. That is a huge opportunity for consumers to choose products that suit their needs. To differentiate a business's brand, product competition becomes difficult. However, currently using price to compete does not gain an advantage, it also reduces the business's revenue, and can even have the opposite effect of "you get what you pay for" and customers are also suspicious. product quality. Therefore, in addition to using products to create competitive advantages, businesses use customer care tools as a competitive weapon in the market. Businesses will build customer trust, maintain a loyal customer base, develop more potential customers who like the needs and level of product consumption, and expand their image and reputation. thereby expanding market share, increasing revenue and profits.

To take good care of customers, businesses need to decide on the content as well as the level and form of customer care. Businesses need to pay attention to: what customers need, what their service requirements are and what they want... Businesses need to conduct research on customer needs to determine the exact service content that they need. different market segments desire to be accommodated. Sticking to the needs of customers, businesses will have

reasonable customer care content. Based on internal capabilities and customer needs, businesses make decisions about the level of customer care in a reasonable and scientific way. Businesses don't just have the same type of customer care for all types of customers. This can easily cause unnecessary waste, making unsatisfied customers. Based on market segmentation by choosing appropriate target market segments, businesses have different levels of customer care. Once decisions have been made about the content of customer care, businesses proceed to make decisions about the form of customer care with three forms (Enterprises organize their own customer care network, businesses hire Other organizations perform customer care work and businesses will agree with distributors to let them take care of customer care).

- *Discuss*

Our country has joined the WTO, businesses are facing the opportunity to expand their markets while also facing great challenges. To gain a foothold in the volatile market, businesses often step up marketing activities, Research and connect with the market, thereby targeting customer needs and psychology. In recent years, people's shopping needs have increased and they always want a more complete and materially comfortable life. All business activities of an enterprise must be customer-oriented. Businesses need to consider products to meet customer needs, not amplify product quality through marketing activities. Businesses need to conduct market research activities thoroughly and scientifically. They must sell what the market - consumers need, not what they have like before. In addition, customers are now not only interested in products but also in accompanying services. Therefore, businesses are increasingly paying more attention to customer care activities to satisfy as many of their desires as possible, especially for types of services with intangible characteristics.

According to some statistics, 47% of customers will not buy from a company if they have a bad experience and 76% of customers say that finding a replacement business is extremely easy. In the US alone, \$62 million is lost annually due to poor service quality and is on the rise. Faced with a situation where customers are always ready to choose another supplier, the first thing every business thinks about is "How to improve the quality of customer care service", especially improving customer care skills. employee customer service, just one negative experience at any point in the customer's product lifecycle can damage the customer and business relationship. Employees need to be equipped with necessary customer care skills, improve interactions with customers, build trust with customers to help control the situation and solve problems in a timely manner. Customers are the most important component of a business's business purpose, so improving customer service is a top priority, being close to customers as well as close to their finances. Customer needs are always changing, what is considered good today is not considered good by tomorrow's standards, the role of customers for businesses is extremely important. The issue of customer service and satisfying customer needs is an issue that every administrator is concerned about. Customers can bring prosperity to a business and can also make the business profitable. decayed. Therefore, businesses need to have reasonable customer care strategies to bring maximum profits to the business.

5. Recommendations and conclusions

Today, international integration has been a major trend of the modern world, with a profound impact on international relations and the development of each country. And in the process of international integration that is taking place faster and faster for businesses, the impact of many factors determines the survival and profits of businesses, including the care factor. client. Also through customer service activities, the supermarket's customer data warehouse is also updated so that data analysis results are more accurate, and at the same time the supermarket can grasp customer situations, listen to their needs, feedback from customers. With the desire to contribute to developing good relationships with customers, the project has systematized the basic issues of customer relationship management. Based on the orientation and development strategy, analyze customer relationship management activities to draw out successes, shortcomings and causes. Thereby, proposing necessary solutions to contribute to perfecting customer relationship management. This helps Lotte build a good image in the minds of customers, through which supermarket business policies and strategies will be adjusted accordingly and improve the efficiency of supermarket business operations in the future. Therefore, we need to start from customer care with the following solutions:

Understand and clearly identify competitive advantages (such as: price, exclusive products, customer service quality, product quality...), differences and need to optimize as much as possible to fit the scale Lotteria's organizational structure. To create conditions for customer care activities to take place and ensure high efficiency.

Taking care of customers today is not easy, especially with fierce competition in the retail market. Therefore, to survive and develop, Lotte must focus on customer care, investment and development, constantly improve, understand and listen to customer needs to create a difference compared to competitors. competitor. In addition to customer care, we cannot forget that the people who take care of customers are the staff. There needs to be adequate remuneration for employees to be more engaged and put more effort into their work.

Improve product display: What customers care about when entering a supermarket is whether or not they can easily find the items they need to buy. Merchandise display is also an important issue for supermarkets, however research shows that customers underestimate Lotte Mart's display element.

Strengthen complaint handling policies: Implement a good system for receiving and responding to customer comments, simplifying the complaint resolution process. Providing full information about complaint handling to customers and this information must be easily accessible, this is something that customers are quite interested in. To do this, Lotte Mart needs to build a complete information system to be able to bring information to customers quickly, accurately and easily.

Improve employee service attitude: Nowadays, most businesses pay great attention to their employees. Employees are considered to represent the face of the business. In order for the business to compete and develop normally, the employee factor must always be good by the business.

Improving the price factor: LOTTE supermarket originates from Korea, so it is quite difficult to consume Vietnamese goods. Most supermarkets of foreign origin such as Metro,

Aeon... are filled with foreign goods when entering, so product prices are quite high compared to similar Vietnamese products. To increase selling prices and lower selling prices for Vietnamese consumers, the LOTTE Mart system needs to prioritize importing and distributing products in the Vietnamese market. When importing and distributing products in the Vietnamese market, import costs will be cheaper than when importing foreign goods, so the selling price will also be cheaper than foreign goods. (Tien 2021a).

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