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The Analysis of Customer Care Activities at Big C Vietnam

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Abstract

There is an opinion that "The survival of a business depends largely on how well it takes care of its customers?" Especially in a context where businesses have strong competition like this era. If a business does not have good customer service, it will be difficult to "stick" in the market." Yes, customer care plays a very important role in retail business efficiency. However, in reality, currently, the quality of customer care services is not really paid attention to by businesses or the customer care services businesses are providing do not meet the requirements, especially for businesses. domestic. Foreign businesses, due to their financial advantages, scale and management experience, are able to provide better and more diverse services, but these

services are still not truly perfect. Researching and finding solutions to improve customer care activities is a very necessary issue, not only for domestic businesses but also for large foreign retail corporations. Because today, as the economy develops and the quality of life is improving, the need for quality customer care services becomes increasingly demanding. Therefore, how to operate customer care in Vietnam in general? In general, the organization of customer care activities of Big C enterprises in particular is focused and improved. The article proposes a number of solutions to improve the quality of customer care services of Big C.

Keywords: Vietnam, Customer Care, Customer Care Service, Improvement, Enhancement

1. Introductions

An operating motto that is always true when applied to every business today. That is: "Always consider customers as gods, the ones who bring you the most practical source of revenue". In the modern marketing perspective, customers are the center of all production and business activities that every business always aims for. Customers are the ones who determine the success or failure of an enterprise's production and business activities. Nowadays, customers do not just stop at becoming buyers for businesses. Instead, they become objects that businesses need to take care of. They are important partners that businesses must always uphold. It is for the above reasons that the role of customer care is really important. Because, when a product or service is introduced to customers, it is one thing. The important thing is whether customers choose to buy your products or services? This depends greatly on the business's customer care team. People whose role is to stimulate the need to buy products and experience the business's services. This is the importance of customer care for businesses.

In Vietnam, the retail market is currently considered very attractive, attracting many foreign investors to come and build plans to penetrate our country's retail market. Vietnam also creates conditions by allowing the establishment of retail businesses with 100% foreign capital from January 1, 2009 according to its commitment to join the WTO. This is a big threat to retail businesses in our country. The advantage of foreign retail businesses is that they often have financial strength, outstanding management ability, large corporate scale, and many creative competitive strategies. For that reason, it has unintentionally created pressure on Vietnamese businesses that are small in scale, lack experience in management, and do not have enough financial strength. It can be said that this is an unbalanced competition between foreign retail businesses and our domestic retail businesses. Domestic businesses need to make efforts to find suitable and correct business strategies so as not to lose on their own home turf. Even foreign businesses, if they do not increase their competitiveness, may lose. market share in the near future.

To be more successful than their competitors, businesses need to recognize customer needs and meet them. The need to shop for life activities is inevitable. Customers going shopping at shopping centers and supermarkets is no longer a new thing.

Customers not only care about products, prices, and convenience, but also to find a comfortable feeling when shopping for inner tubes. Therefore, choosing a supermarket is a natural thing. Therefore, customer service is one of the issues that businesses need to pay attention to. Organizing customer care activities will contribute to increasing brand value in the minds of ordering customers or vice versa.

Big C is the brand of Casino Group, one of Europe's leading retail groups with more than 9,000 stores spread across many countries. Big C has a strong brand when it entered the retail market in Vietnam quite early in 1998, opening first in Dong Nai. However, the retail market in Vietnam has many strong competitors such as Co.opmart, VinMart, AEON, Mega Market, Lotte Mart,... and many traditional markets and small retail stores, so in addition to ensuring quality and price, improving the quality of customer service is a top issue that Big C's business leadership needs to pay attention to.

To learn more about Big C Vietnam's customer care organization, thereby pointing out its strengths and weaknesses compared to competitors. On that basis, propose solutions to improve and improve Big C's customer care service. Therefore, we chose the topic " Organizing customer care activities at Big C Vietnam"

2. Theoretical basis

Customer care - Customer care is a part of an enterprise's business activities that performs work to satisfy customers' needs (Nguyen Anh Tuyet - December 13, 2019) ^[7]. Customer care is a decisive factor for business success. Every connection between a customer and a business is an opportunity to increase the number of potential customers and sell more products, earning more profits. From phone calls. From simplicity and speed in handling complaints to dedication and thoughtfulness, all affect the customer's perception of the business, so building a standard process is extremely important. (Le Phan – February 23, 2021) ^[6]. In many cases, customer service goes a step beyond basic customer service by building an emotional connection. (Blake Morgan – 2018) ^[1].

Customer care is an integral part of a strong customer service program. When possible, try to go above and beyond for your customers and create a strong emotional connection to let them know that you care. By doing so, businesses will create a long-term relationship with customers. Customers may even praise you publicly, spreading the good word about your business's customer service and helping your business grow. (Clint Fontanella – October 2019) ^[2].

Customer care - the secret to creating a brand: Vietnam's economy has gradually integrated with the world economy, especially in the 4.0 era. According to economic experts, branding is a key factor to help businesses compete domestically and internationally. Businesses build their brands through service attitude, hospitality and customer care. Consumers are a powerful force willing to support businesses' products or reject them. Businesses depend greatly on customer care services. (Nguyen Anh Tuyet – December 13, 2019) ^[7].

Classification of customer care services: Customers include two types: Internal customers and external customers. Therefore, customer care also includes two parts: Internal customer care and external customer care. Often, people only focus on taking care of external customers without realizing that taking care of internal customers is

equally important. To take good care of external customers, employees have direct contact with external customers who need the support of a number of other employees and become internal customers of these employees. These employees, in turn, are internal customers of other employees. (yeutailieu4889 - October 24, 2013)

The importance of customer care in businesses:

- Increase the amount of money customers spend on your business's products (Le Phan- 2021) ^[6].
- Increase customer loyalty (Le Phan – 2021) ^[6].
- Increase the chances of customers buying your business's products again (Le Phan - 2021) ^[6].
- Increase the positive reputation of your business (Le Phan – 2021) ^[6].
- Good customer care will be an important factor in creating a business's competitive advantage over its competitors. (Hanh Pham – March 2021) ^[3].

Role of customer care:

- **Respond to customer concerns:** The main responsibility of a customer service employee is to answer all simple, common problems that customers often encounter. Customer service serves as the front line for solving customer problems. Most customer questions sent to this department need to be resolved quickly and understandably. Customer care services are very suitable for applying the Petro rule, or 80/20. The customer service department will eliminate minor customer concerns, before those issues are escalated to higher departments. (Le Phan – February 23, 2021) ^[6].
- **Develop an FAQ system:** A frequently asked question (FAQ) board is essential to answer simple questions and allow customers to get answers quickly without contacting the department. support department. Especially for customers who like to do things themselves, a FAQ gives them the feeling of independence they want. (Le Phan – February 23, 2021) ^[6].
- **Customer Access:** Customer support staff play an important role in the company. They are responsible for identifying and approaching potential customers to provide proactive support, thereby increasing interaction between customers and businesses. (Le Phan – February 23, 2021) ^[6].
- **Collect customer feedback:** Businesses often assign a separate department to collect feedback from customers, but this is a time-consuming and expensive job. Take advantage of the company's customer service staff. to collect feedback and resolve customer complaints. As long as customers know that their feedback is being listened to and resolved, even if they are angry, customers will still appreciate the company's efforts to solve the problem they encounter. (Le Phan – February 23, 2021) ^[6].
- **Attracting customers:** Customers are the key to business success in today's highly competitive market and one of the ways to help your business attract more customers is through customer service. (Le Phan – February 23, 2021) ^[6].

Customer care strategy:

- **Build a vision of customer care standards:** This is like a commitment to the company itself, for example "becoming a leader in the field of customer care ".

Communicate this vision to all employees, so they can accompany, support and together realize the company's vision. Publish this vision on your company's social media channels so customers know about your vision and commitment. (Le Phan – February 23, 2021) ^[6].

- **Focus on customer feelings:** Require customer service staff to store and point out problems that customers are experiencing. Also, conduct research on companies recognized for having good customer care processes to determine what factors make them successful. (Le Phan – February 23, 2021) ^[6].
- **Identify factors that influence customer satisfaction:** Set rules to improve performance in key parts of the process, such as response time to customer requests, delivery, invoicing accuracy or the ability to resolve customer requests quickly. List customer care activities and the department that will be responsible for the activities, and provide standards for each activity. (Le Phan – February 23, 2021) ^[6].
- **Appoint employees with customer care experience:** Select people with customer care experience to coordinate the implementation of the customer care process. Outstanding employees will impart important experience and coordinate with other departments, to ensure they meet relevant standards. By collaborating with other employees, they can also share best practices and learn from their peers. (Le Phan – February 23, 2021) ^[6].
- **Applying technology to customer care:** Applying CRM (Customer Relationship Management) technology to the customer care process will increase convenience for both employees and customers.

Steps in the customer care process:

Step 1: Manage customer information:

- **Source of customers coming to buy:** Where do they come from, why do they know about the product.
- **Personal information:** Name, age, date of birth, gender,...
- **Needs:** What products are they interested in, so try to exploit more from other needs of customers preparing to buy to sell more products.
- **Contact information:** Phone number, home address, email
- **Purchase history and consultations:** You need to clearly understand the content and products that customers have purchased to be able to advise and support customers best.
- Information line. (khanghoang – 2020) ^[5].

Step 2: Classify customer list: Based on the company's strategy and plans, then flexibly arrange time and schedule to take care of each customer group thoughtfully and appropriately:

- Loyal customers
- Customers have high demands
- Customers are wondering what to choose
- Customers used the product but for some reason did not use it
- Negative customers. (khanghoang – 2020) ^[5].

Step 3: Regular customer consultation and support: This is a step that you need to pay special attention to because it greatly affects your order closing. You need detailed and

complete advice on information about your product or service, possibly via email, workshop, or direct phone conversation, etc. Try to be helpful to customers and create relationships. closeness to increase the ability to close orders. (khanghoang – 2020) ^[5].

Step 4: Sales consulting: In the customer care process diagram, this is a very important step, you need to solve the final problem that the customer is facing to quickly close the order. At this time, employees need to have skills and understand the product well to be able to advise customers best and close orders quickly. (khanghoang – 2020) ^[5].

Step 5: Build a lasting relationship: This is the final step. If you do it well, customers will come back to buy your products and most likely introduce many people to use your products and services. Karma. (khanghoang – 2020) ^[5].

3. Research methods

Research customer service quality

When a customer service meets external requirements such as legal requirements, customer requirements, technological requirements, competitive requirements with competitors as well as internal technical requirements. technology changes with products, human capacity, technological capacity, and competitiveness of the enterprise. Check that the service is of appropriate quality. If the response level is lower then it is low quality, if the response level is higher it is high quality.

Research the role of customer service quality in supermarkets

A supermarket system is a type of service business, employees must regularly have direct contact with customers, serve customers and be subject to regular, direct supervision from customers. Moreover, today, many supermarket systems are established and have many forms of competition. To attract customers and maintain good operating status, customer service quality is a factor of utmost concern. The ancient saying "The customer is king is not completely right, but it is not wrong either. That speaks to the importance and role of customer service quality in times of strong economic competition." As strong as it is today, more than ever, businesses in general and supermarket systems in particular need to improve and perfect their customer service systems.

Current status of customer service at Big C supermarket Big C advantages

As a brand of Casino Group, one of Europe's leading retail groups, the "Big C" brand represents the two most important criteria in business orientation and strategy for success.

- «Big» means "large" in Vietnamese, which reflects the large scale of the stores and the wide selection of goods we offer. Currently, each Big C has about more than 40,000 items for sale. meet customers' needs
- «C» is the abbreviation of the word "Customer" (English), meaning "Customer" in Vietnamese. The letter "C" refers to our loyal customers, they are the key to success. in Big C's business strategy.

Big C has done quite well with investing in customer service to help the company improve sales and increase product consumption in the market. Every 3 weeks, Big C releases a promotional newsletter with attractive price policies and gifts. Promotional programs have an unprecedented large scale, with a wide range of products by topic (beauty, housework, children's products, fashion) creating diverse

choices for customers with strong discounts (up to 50% of product value) such as the program "Unprecedented low prices" with about 20 essential items has been highly welcomed by customers.

Promotion department

This is the trade promotion department, this activity helps customers know at what time their needs can be met, and at what price. Big C has done a good job, Customers know about supermarkets, they come to supermarkets to satisfy their shopping needs. Services that customers will receive when coming to supermarkets include:

+ **Resolve customer questions:** During the process of choosing to buy goods, customers have questions that need to be answered. At that time, there must be answers from the counter staff who receive purchasing support for customers. Customer questions often appear about some technical items such as electronic products. Therefore, employees must have an understanding of the types of goods displayed at the supermarket to be able to resolve issues quickly, promptly and accurately for all customers.

+ **Fast and accurate payment:** Shopping at supermarkets aims to shorten customers' shopping time because at the supermarket they can buy many different items without having to move from one store to another. other store. Therefore, payment needs to take place quickly and accurately.

+ **Customer service:** Big C's activities and principles in customer distribution services, purchasing, cooperation with suppliers, public relations, community relations, relations with suppliers Investors as well as all officers and employees of the system always rely on Big C's 5 values: Customer Satisfaction, Innovation, Transparency, Solidarity, Mutuality Big C has a preferential shipping policy. Free for customers who buy goods with invoices over 500 thousand VND and within 10 km, exchange goods for customers provided that the invoice is intact within 45 hours after purchase.... In addition, the company also set up a website to Help customers learn about the company, types of goods, and promotional information for customers to choose from Big C also aims at comfort, convenience and savings for customers when shopping here. Installment sales, free delivery, free bus service, bus ticket refund... are typical examples of Big C's customer service. In addition, the shopping center model includes including Big C's hypermarket and shopping center, creating more entertainment, dining and shopping opportunities for customers.

Big C commits

* Customers can exchange tea products within 7 days (Does not apply to fresh foods, dairy, frozen foods, alcohol, underwear, products sold with 1 price). If the electronic product is damaged due to the manufacturer's error, Big C will exchange the customer for another similar product

* Always listen to customers and respond within 5 days

* Always sell products at the listed price: In case the product paid at the checkout counter has a higher price than the listed price (price on the shelf or in the promotion catalog), Big C will apply the lowest price to sell to customers, Customers will receive a voucher worth 10,000 VND for each wrong selling price (regardless of the number of products the customer purchases).

* Products are always present at the checkout counter (except for electronic items). If any product is not identified

at the checkout counter and Big C cannot resolve it within 5 minutes, the customer will receive that product for free.

* Do not sell goods beyond the expiration date: For any expired product, the customer will receive 1 free product of the same type (not exceeding the expiration date) or a similar product (not exceeding 110% of value if the expired product is out of stock.) The selling price is lower than the selling price printed on the manufacturer's product. In case Big C's selling price is higher than the manufacturer's selling price printed on the product. Big C will apply the manufacturer's price and give a purchase voucher worth 10,000 VND (regardless of the number of products the customer purchases).

Results of the customer care activities research method

+ Attract customers and create engagement

Customer care is a strategic activity of businesses to approach and attract current and future customers both rationally and emotionally, creating a basis for building relationships with customers, from That creates conditions to help businesses maintain current customers, create loyal customers and attract potential customers. Along with improving product quality, customer care service brings customers satisfaction and satisfaction higher than their expectations before consuming the product. Good customer care will help businesses retain customers and create customer loyalty for 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. The subjects of customer care activities are current customers, however, if customer care is performed well, it will help businesses easily implement brand promotion strategies. more through these loyal customers. When loyal customers are convinced of the business's new product, they will introduce that product to the next customers, their relatives, family, friends, colleagues... From there, The image of the business will be reinforced in the minds of customers. However, it would be disastrous for a business if loyal customers are not satisfied with the products and services the business offers. It will become a double-edged sword that will kill businesses. When the products and services a business provides do not satisfy their needs, the business will not be able to attract new customers, but on the contrary, will lose existing customers. Therefore, businesses need to pay attention to the quality of products and services because these are still the basic and core factors to evaluate the quality of a product.

+ Increase market share and product consumption level

By performing customer care well, businesses will build customer trust, maintain a loyal customer base, develop more potential customers, and stimulate product demand and consumption. products, promoting image and reputation, thereby expanding market share, increasing revenue and profits.

+ Customer care helps businesses reduce business costs

If customer care activities are performed well, it will help reduce business costs significantly. The first is the cost of finding 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. With economic development and an increasingly developed scientific and technical environment, customers are able to access information sources more and more easily. That's why businesses invest in marketing activities to sell products such as advertising, marketing, and sales programs to attract potential customers... However, in practice, businesses Economic experts calculate that the cost of conquering a new customer is many times higher than the cost of maintaining an existing one. Therefore, if businesses do a good job of customer care and customer retention, they will maintain a relatively stable number of customers, thereby significantly saving costs of finding new customers. 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. When customers are not satisfied with a business, they can complain, ask questions, complain or even return products and propagate a bad image of the business. At that time, businesses have to spend both time and money to find out the cause, explain or compensate customers. And the most important thing is customers' trust in the business. Therefore, once you do a good job of customer care right from the beginning, you will limit these unnecessary costs.

+ Create competitive advantage in the market

Today, as the scientific and technological environment develops, it is understandable that research to create new products with increasingly improved designs and product quality is understandable. 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 meet their needs. Therefore, to create a difference for a business's brand, product competition will become more difficult. In the past, to gain an advantage, businesses would use price to compete. However, in the current situation, using price to compete will not only not gain an advantage, but it will also reduce the business's revenue. If businesses all use price to compete in the long term, it will lead to fierce competition and possible bankruptcy. Even when reducing product prices, it can have the opposite effect because consumers always have the concept of "you get what you pay for" and will doubt the quality of the product. Therefore, in addition to using products to create competitive advantages, businesses use customer care tools as weapons to compete in the market.

4. Discussion of research results:

Today, with a series of mini supermarket chains being born, large supermarkets are no longer places for customers to visit regularly. With a compact and ubiquitous model, the price is not much different from large supermarkets, customers will choose to go to mini supermarkets near their homes, which are convenient and have quite a lot of necessary items. need to travel long distances to go to big supermarkets and wait for hours to get paid. So what do big supermarkets need to do to retain customers? While mini supermarkets have also been doing a good job of taking care of customers, what solutions do large supermarkets like Big C need to have to attract customers back? Not only must we do a good job of customer care, but the product is also the core for customers to feel satisfied and satisfy their needs. If customer care activities are performed well, business costs will be significantly reduced. The first is the cost of finding customers. In order for a business to exist and maintain, it

must have a certain number of customers. This goal can be achieved in two ways: Keeping existing customers or finding new customers. With economic development and an increasingly developed scientific and technical environment, customers can receive information more and more easily. That's why Big C needs to invest more in marketing activities to sell products such as advertising, marketing, and sales programs to attract potential customers. However, in reality, finding a potential new customer will cost much more than maintaining an existing customer. Therefore, if Big C does a good job of customer care and retains customers, Big C will maintain a stable number of customers, thereby significantly saving the cost of finding new customers.

Besides, good customer care and making customers satisfied from the beginning will help Big C avoid remediation costs if customers are not satisfied. When customers are not satisfied, they can complain, ask questions, complain, even return products and spread bad propaganda about Big C. At that time, it also costs money and time to find the cause., explain or compensate customers. And the most important thing is customers' trust in the business. Therefore, it is necessary to do a good job of customer care to save costs as well as customer trust in the business.

When performing customer care well, Big C will build trust with customers, maintain loyal customers, develop more potential customers, stimulate demand and consumption levels. use products, promote image and reputation, thereby expanding market share, increasing revenue and profits.

5. Conclusion and recommendations

The customer care services that Big C supermarket provides are quite diverse and rich that other supermarkets cannot provide. Big C has built for itself a complete and reasonable customer care strategy and has made strategic investments in the right direction. It is the premise for Big C's policies during its operation and development, creating great successes until today. With prices always cheap, giving customers comfort when shopping at Big C, there is also a program to accumulate points and redeem gifts. What Big C always aims for is to bring customer satisfaction, stable and cheaper prices than other competing supermarkets. Big C always focuses on customers, putting customers' interests first. top priority, valuing reputation, product quality, and paying attention to Vietnamese consumer goods even though Big C has foreign investment. However, after 22 years of operation in Vietnam, Big C transferred the franchise and changed its name to Go!. However, Big C is still the place that households always go to because of the cheap prices here.

However, there are issues where Big C is lacking in customer care:

- **Lack of customer care human resources:** Responding to customers quickly and effectively is a must for any customer care service. Currently, according to research, Big C is like other businesses. There is only 1 main customer service department, solving problems at small branches takes many hours.
- **Business contact information is not clear:** Social networks (Facebook, commerce sites, text messages, chatbots, digital media have completely changed the customer-business relationship by bringing a lot of information for users compared to previous generations. Big C does not have updates appearing on all media

channels, making it clear when and where customers can reach out if they have questions at any time.

- **Poor customer service:** Another big mistake is providing customer service with many shortcomings. The sales process only stops after the sale is made. This mistake happens in every industry. Grasping customer needs is still quite slow and has not been pushed deeply into this stage, so customer needs have not been modified.

Because Big C has not done well, sales in most provinces and cities in Vietnam have decreased or gone sideways. Is it because the management at Big C is not strict, or is it because the customer care method is not perfect? So to retain customers, retain reputation and a brand in the hearts of customers, Big C needs to have the following solutions and actions:

It is necessary to be clear about the free parking fee because the invoice will be different from the amount the customer has to pay at the parking lot. Big C needs to clarify with customers so that they do not have any questions.

- Events need to be organized so that customers can know and visit Big C more.
- Changing the shopping space to a more modern and airy direction will help customers enjoy it and shop more often.
- Take care of your staff so that they can serve customers better. When employees are satisfied, they will take good care of customers.
- The dining space at Big C is still too small and scarce, it needs to cooperate with more restaurants so that customers feel more diverse at Big C.
- Listen to more feedback from customers, thereby changing things that are not good. Every customer contribution will be a change to help Big C improve.
- Need to be proactive in doing customer surveys, creating surveys to give away promotions or vouchers for customers to participate more, and give feedback to Big C.
- Adding more check-in spaces for young people, this is the ability to bring more customers to Big C, social networks are the platform for customers to come and feel at Big C.
- Holidays need to have a stage for customers to come have fun, receive promotional products, and gifts to help customers feel good and enjoy coming here.

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