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Customer service culture at Coop Mart retail chain in Vietnam

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Abstract

In the context that Vietnam is known as a country with high economic growth, political stability, attracting the attention of many foreign investors, with the characteristics of being one of the densely populated market with a young population structure and increasing shopping demand, the retail distribution sector seems to become a lucrative piece of cake for domestic and foreign businesses. In particular, after becoming a member of the World Trade Organization, Vietnam has gradually removed tariff barriers, introduced preferential policies for foreign businesses in order to improve the efficiency of the economy. Building a fair and favorable business environment in accordance with the principles committed when joining this organization. How does this benefit or challenge? How does it affect the development of the retail distribution system in Vietnam, specifically Coop Mart, how to make Coop Mart always be "everyone's friend" is the problem that our team has been dealing with, conduct research and make comments in this essay.

Keywords: Customer services, Coop Mart, Vietnam, retail chain.

1. Introduction

With strong competition and the current trend of globalization, customers are faced with countless products, brands, prices, suppliers, etc. Businesses that want to survive and develop need to navigate to customers and take customers as the center, bringing the highest value to customers. When customers have more requirements to satisfy their needs, businesses need to have a strategy to develop close relationships with customers, which is also a way to maintain existing customer loyalty and build relationships with potential customers. Through research, thoroughly understand the needs and habits of customers, approach and communicate with customers, manage customer information in the most systematic and effective way in order to offer the best products and services the most suitable service that meets the needs and wants of the market. The reality shows that customer relationship management is quite popular in the world but still new in Vietnam, businesses still do not really realize and focus on the importance of customer relationship management. Therefore, in the context of fierce competition today, in order to acquire and retain customers, Coop Mart Vietnam must have appropriate customer management policies. Building a customer relationship management system will create and maintain sustainable relationships with existing customer groups as well as potential customer groups demand, adding value to customers and increasing profits for Coop Mart Vietnam supermarkets. From the above reasons, the research team chose the topic: "Customer service culture at Coop mart Vietnam" for the content of this article.

Rationale

The customer of an enterprise is a collection of individuals, groups of people, businesses, etc., who have a need to use the products and services of the enterprise and want to satisfy that need (Peter Fdrucker, 1954). . And according to the famous economist Erwin Frand, who has shown the role of customers in all business activities, "Without customers, no company would exist". Customers are the reason for companies to exist, who bring companies revenue and profits.

In order to attract customers, the company not only creates products that meet the needs of customers, but also creates services to satisfy customers. When doing business on a service basis, companies will certainly have to care and take care of their customers to get their feedback.

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This is a necessary job, so that the company can learn about the customer's impression of the company, and based on that to plan or adjust the development path in the future to maintain the relationship with customers. The important position of customers is reflected in the large and very large consumption of products. They always have very high requirements for product quality, configuration, design, class, etc. In addition, they are also interested in price and warranty policy as well as after-sales services. Determine if customers will stick with or switch to another brand (Tien & Ngoc, 2019).

Companies need to pay attention to orientation for new employees, helping them to quickly integrate into the working environment. There is an urgent need for behavioral orientation programs for new employees as soon as they receive a job offer so that they can get used to the job from day one. That makes it easy for the company to develop a successful team (Tien, 2019). Today, the working environment is an important factor, greatly affecting the productivity and quality of workers. The working environment includes many factors: facilities, internal culture of the enterprise, remuneration regime, relationship between leaders and employees (Tien, 2017a).

Therefore, domestic and foreign businesses now pay great attention to the working environment of employees in the company, because they know that a good working environment will motivate employees and inspire them. work and bring great success to the business (Tien, 2018). Build a team of local professional staff to regularly check the market (Tien & Ngoc, 2019).

"Customer relationship management is a business strategy directed at finding, selecting, and maintaining relationships with the most valuable customers" (Parvatiyar & Sheth, 2001). From a strategic point of view, customer lifetime value determines the amount and type of resources invested in customer relationships. Verhoef & Donkers (2001) argue that "CRM allows businesses to invest in customers that bring useful value to the business, but also minimize their investment in customers that do not bring benefits. "CRM is not an independent, individual project, but it is a business philosophy, taking customers as the center of activities in the business". This is a typical concept of CRM based on a philosophical point of view. In this view, customer retention (highly profitable) is the best outcome across the goals of building and maintaining relationships.

Customer relationship management or CRM is a method to help businesses approach and communicate with customers in a systematic and effective way, managing customer information such as: account information, needs, contacts and other issues to better serve customers (Robert Shaw, 1991). In the business field, customers play an important role in the development of the business. Therefore, taking care of customers in order to satisfy their needs as well as retain them and open up opportunities to find new customers is an important and necessary element of 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). Scientific care activities today are very developed and abundant. However, each activity has certain advantages and disadvantages. To choose the most suitable method, businesses must base on their goals as well as their resources. According to Manish Nepal, customer care activities can be divided into the following categories (Tien,

2017; Tien & Anh, 2017):

- Mobile service department: This type of customer care service is slow and inconvenient if customers have a need to go directly to the store. When moving to the digital platform, this type has almost been replaced by other forms.
- Support by phone and e-mail: favored by traditional business. However, many customers expressed dissatisfaction with having to listen to the pre-recorded voice multiple times and the long wait time to receive e-mail.
- Support via online chat: is a combination of traditional and modern, very convenient and has the same operating mechanism as phone and e-mail support. However, this type of feedback is much faster and has a lower investment cost.
- Self-service: today, customers ask for more than quick response: almost instant, friendly, accurate.... Self-service happens through chatbots, FAQs (frequently asked questions), knowledge base articles, product tutorials, video tutorials,...
- Support through communities and forums: communities and forums are channels where "power" is decided by the user. The response rate in this type of customer service is erratic as it depends on how active community members are and whether the topic is hot or not.

Economically, supermarkets are defined differently in different countries around the world. According to Philip Kotler (2006), a supermarket is a "relatively large self-service store with low costs, low profit margin and large volume of goods sold, ensuring to fully satisfy the needs of consumers. consumer goods in terms of food, laundry detergents, cleaning agents and home care products. In Vietnam, this definition is provided in the Regulation on Supermarkets and Trade Centers, issued by the Ministry of Trade of Vietnam (now the Ministry of Industry and Trade of Vietnam) on September 24, 2004. According to this document, "Supermarket is a type of modern store, general or specialized, with a rich and diversified structure of goods, ensuring quality, meeting the standards of business area and equipment. technical and managerial level, business organization, civilized and convenient service methods to satisfy customers' purchasing needs".

Customer care or customer service is all that is necessary and a business must do to satisfy the needs and expectations of customers. It means serving customers the way they want to be served and doing what is necessary to keep them there. Customer care is always an urgent requirement in business. In the past, marketing was understood as focusing all efforts to sell goods, merely derived from business benefits. Modern marketing concepts indicate that each relationship will be difficult to achieve if it arises and maintains only on the basis of benefits from one party. Therefore, it is very necessary to change the marketing perspective to the right and to be deeply aware of it.

Marketing should not only come from the interests of the business and should come from the interests of both the business and the customer. The more detailed and clear the strategic planning will contribute to the success of the business. On the other hand, knowing information about customers as well as competitors and customers will increase the creativity of the business in the competitive

environment. That helps businesses bring to market new unique products, distribution methods, and approaches to attract customers. Because the impression and feeling of customers when buying a product or service is very important because when they feel satisfied with the product or service that the business provides, they will keep coming back to buy the product. This helps businesses save advertising costs as well as save time persuading customers compared to spending costs to attract a new customer, moreover, they have very loyal customers. with its products and services. When the business has provided goods and services that truly meet the needs of customers and build a good relationship for both customers, they will feel like a trading partner of the business instead of a source. enterprise revenue. That's why we can say: "customer service is the lifeblood of all businesses". The supermarket system is a type of service business, the employees must regularly contact directly with customers, serve customers and be under regular supervision, directly with customers. Moreover, today the supermarket systems are established a lot and there are many forms of competition. To attract customers and maintain good operating condition, the quality of customer service is a top concern. The old saying "customer is king" is not completely true but also not completely wrong. That speaks to the importance as well as the quality role of customer service in today's fiercely competitive economic times, more than ever, businesses in general and the supermarket system in particular need to upgrade. improving and improving and promoting its customer service system.

3 . Research method

3.1. Survey method

With short, concise, and straight-to-the-point questions, you can analyze a sample group of customers that represent your target market. The larger the sample, the more reliable the analysis results you get.

- In-person surveys are one-on-one interviews usually conducted in public places such as shopping centers. This method helps you promote product designs to interviewees and get their feedback immediately. Face-to-face interviews ensure a response rate of up to 90% but require quite high costs for implementation time and human resources.
- Telephone surveys (Telephone surveys) cost less than face-to-face interviews but are more expensive than mailing. However, because consumers have a negative attitude towards telemarketing, it is becoming increasingly difficult to convince them to agree to an interview. Telephone interviews usually collect about 50-60% of responses.
- Mail surveys are the most economical way to reach a large audience. This method is cheaper than face-to-face and telephone interviews, but its response rate is only about 3 - 15%. Despite the low response rate, the mail interview is still a highly economical option for small businesses.
- Online surveys often bring unpredictable responses and unreliable results because you can't control the feedback. But this is a simple, inexpensive form of market research to gather evidence, opinions and customer preferences.

3.2. Focus Groups

In the group discussion method, the moderator uses a set of

questions and topics to guide the participants in the discussion and give their opinions. Discussions usually take place in neutral locations, equipped with recording equipment and with a room to monitor through one-way mirrors. A market research in this way usually takes one to two hours and is organized with at least three groups of people to get positive results.

3.3. In-depth interview method

Like the group discussion method, the in-depth interview consists of open-ended, unstructured questions. Market research by this method usually takes about an hour and is recorded. Group discussions and in-depth interviews often provide us with more personal information than surveys and surveys. The results obtained are less reliable statistically, which means that the data is often not representative of the large number of customers that the business is trying to reach. However, focus groups and in-depth interviews give businesses insight into customer attitudes and are the best way for you to solve problems related to developing new products or services.

3.4. Observation method

Individual responses through questionnaires and group discussions sometimes contradict their actual behavior. By observing consumers' actions through videotape when they are in the store, at work or at home, you can see how they buy and use products. That gives you a reliable picture of your customers' usage habits and buying patterns.

3.5. Field trials

Putting new products in select stores to test customer feedback under real-world trading conditions can help you improve your product, adjust prices, or improve designs. Small businesses should establish relationships with local stores and on e-commerce websites to test their products in the market. As a unit with extensive experience in the field of market research, depending on the purpose of the research, experts at CONCETTI will advise partners to choose the most suitable method. In the past three years, CONCETTI has received a lot of trust from partners when successively winning market research packages, such as: Vietnam dental market research (2018), Survey People's Credit Fund market in 14 provinces/cities in Vietnam (2018), Survey on "The role of social networks in economic development" (2018)... Through the implementation process, direct interview method, specifically, using the questionnaire tool which is highly appreciated by CONCETTI for its performance as well as its ability to meet the requirements of its partners.

4. Research results

Competitors

Currently, Co.opmart's main competitor is Vinmart supermarket, which is one of two retail chain brands belonging to Vingroup, the leading multi-industry economic group in Vietnam and in the region. In the spirit of sustainable and professional development, with the motto "For the quality of life of everyone", the VinMart & VinMart+ system offers consumers a diverse choice of goods and services, and convenience. useful, meeting the shopping needs of customers from affordable to high-end. Competitive pressure of existing companies in the industry, is a constant pressure and directly threatens retail

companies. and existence of companies. In particular, companies that are embroiled in price competition will reduce the overall profit levels of the industry.

□ Bargaining power of customers

The customer side seems to be very important to the business, it manifests mainly in two forms: asking for a discount or bargaining for a better price or quality. It is this that pits competitors against each other, all of which hurts the industry's profits. The birth of supermarkets makes consumers have full information, many opportunities to choose the store they love the most. So when building a CRM, the study of customer data needs to be done properly. science, to facilitate monitoring and evaluation.

□ Substitute products

Some objective factors affect such as: Vietnamese people's shopping habits; housewives like to bargain prices, reduce prices compared to rigid pricing as in supermarkets; convenience when buying some small consumer goods. However, the great advantages of supermarkets have gradually made this retail channel affirm its position in the market, and its position in the minds of consumers: products quality products, safety, convenience and professional sales style. Even though the proportion of total retail sales is still low, supermarkets gradually overwhelm traditional markets, especially in urban areas because of their growth rate. This has also led to a sharp decline in purchasing power at traditional markets in recent years.

□ Company's business objectives

Overall objective: In the period of 2015-2020, Co.opmart is determined to be the leading retailer in the Central region and the Central Highlands with business and marketing strategies based on the advantages of product quality and system. distribution, service quality... to maintain and develop loyal customers, penetrate deeply into customers' minds.

Specific goals by 2020 in the Central and Central Highlands markets: Revenue growth rate of at least 6% per year. Special attention is paid to the development of Co.opmart branded products. At the same time, Co.opmart cooperates with hundreds of manufacturers and suppliers to carry out promotions and provide the best prices to customers.

Discussion

Supermarket is a smart and convenient shopping system for goods. Goods are paid for by a price scanner based on the product's barcode, this creates safety, accuracy, and customers are assured that the supermarket sells goods at the specified listed price. By investing in a new system of payment counters, price scanners of Co.op Mart products are increasingly meeting the needs of customers. However, there are still errors in the payment process for customers such as: Scanning the wrong price of the product, some cases of goods without barcodes or goods sold at promotional prices must use the wrong price code. or the cashiers are negligent in the working process, leading to the payment of the wrong number of items.

Today, with modern science and technology, shopping for goods is simpler than ever, Co.op Mart is applying scientific and technical achievements to customer service activities. such as: phone sales, free home delivery, payment by credit card, financial invoice directly after purchase. Customers who come to shop at the supermarket with a bill of 200,000 VND or more and within a radius of 5km from the supermarket will be delivered to their home, comfortable

shopping without having to carry heavy loads. Ensure safe and accurate delivery to the address requested by the customer. However, in addition, in the peak days, the number of customers is high, the amount of goods delivered to their homes is high, leading to some cases where the goods have not been delivered on time, or the goods delivered are not as required. customer demand. After placing an order over the phone, the service counter staff will conduct "order processing" - Through intercom, call the counters in charge of picking up the items ordered by the customer. These orders will be paid at separate counters, after payment, the cashiers will transfer the invoice to the service counter to issue a financial invoice if the customer requests it and then transfer it to the delivery department. . It can be said that the delivered goods are the result of many stages, which is the connection between the parts in the supermarket. However, this connection is often not "rhythmic" leading to the delivery schedule is not guaranteed, so customers are not really satisfied. There are many cases where the service counter staff announced the items requested by the customer, but the counter staff did not bring them out, causing the cashiers to wait for a long time, or bring them out but not according to the requirements. have to bring in for exchange, many employees are not enthusiastic in their work, affecting the delivery schedule.

Telephone sales and free home delivery is an activity that has attracted a lot of attention from customers, making it simple and convenient to go to the market and prepare meals for the family. much more beneficial. Therefore, the number of customers buying goods by phone is increasing day by day, however, the staff who make payment for these orders are very few because most of the priority is to serve customers at the supermarket. , on holidays, New Year or there are discount promotions, supermarkets are often crowded, the employees in this department are transferred to the checkout counters at the supermarket, leading to a serious shortage of people, making the time Delivery time is delayed. The area of the order payment area is very limited, the employees often fall into a situation where they have no place to pay for orders, so they have to stop, wait for the delivery department to finish shipping the goods before they can continue. This also affects the quality of the delivery more or less, the goods are brought out by the staff in charge of the stalls, but because there is not enough space, it is very messy, the payment staff have to find and Sorting items makes the payment time to be extended, affecting the delivery schedule.

Most of the customers who come to shop at supermarkets are people with relatively stable incomes, so they also have high demands on the service capacity of employees. With the advantage of young, healthy, creative and enthusiastic staff at work, Co.op Mart's employees are trying their best to complete the tasks set by the Board of Directors. . The staff from parking to serving at the counter create a unified service process. However, the supermarket system is a seasonal environment, sometimes there are too many customers, causing the staff to be overloaded in work, leading to a shortage of human resources, whereas when there are no customers, it is the opposite. becomes redundant, which makes it difficult for managers. Although dynamic and creative at work, there are still some cases where employees are not professional in dealing with customers. The first is the parking staff, the supermarket's

parking lot is refurbished with an electronic card system instead of a paper card like before, but according to the survey, the entrance to the supermarket is small and narrow. , the parking lot has no instructions, notifies customers, and there is no sunshade, making customers often hesitant to enter the parking lot because everyone wants to find their car in the best location, leading In a situation of congestion or jostling when the security guards show an unpleasant attitude, or use unpolite words to customers, this inadvertently creates a distance between employees and customers. The majority of parking attendants are male and have not been trained, so the "soft" skills when interacting with customers are not available, so when problems arise such as losing the card, forgetting to take the card, the employees have not yet received the card. good handling.

Customers who come to the supermarket to shop are often very crowded on holidays, weekends or when the supermarket has promotions, so the cashier department of the supermarket often has to work at full capacity. The high pressure working environment plus the objective external influences such as noise, health, mood make sometimes communication between employees and customers difficult. Besides, if customers have a need to buy goods in large quantities, for example: bottled water, cooking oil, milk, it takes a long time for the staff to bring them out, so most customers often leave or exchange. I mean don't buy anymore. The payment counter systems are newly invested and modern, but still do not meet the needs of customers, especially on holidays and Tet, causing many customers to queue for too long. They have the mentality that if the checkout counter is empty, they keep squeezing in and out of the line, not paying attention to whether it is a priority counter or not, until the priority counter staff detects inviting them to another counter to pay, most of the customers The airline did not agree because I had waited in line for too long, causing difficulties for the staff.

Responding to the application of modern science and technology in customer service, Co.op Mart has invested in a credit card payment system when making purchases, with this new form of payment bringing to customers. the convenience and safety of your assets, however, the credit card payment system is still full of hassles and hassles. The supermarket does not have its own credit card payment counters, if customers want to pay, they have to carry out complicated and time-consuming procedures that make customers unsatisfied.

As a unit that often organizes promotions and discounts during the year such as: promotions on holidays, incentives for customers with supermarket preferential cards, sweepstakes programs, Co. op Mart always attracts a large number of customers to visit and shop. Human resources are limited, but the needs of customers are endless, so sometimes customers have questions or problems about promotions, supermarket staff have not explained. thorough, thorough. For customers who are companies or businesses, after purchasing, if they want to issue a financial invoice, they will be met by the supermarket's service counter. However, there are no notice boards about issuing specific financial invoices at the cash register for customers to understand, leading to confusion, causing trouble and loss of time for customers. Meanwhile, the notice board about the regulation of financial invoicing is placed at the service counter and placed in a hard-to-observe position if customers do not pay attention. The supermarket area is

limited, the storage capacity is not large, so the supply of goods and customer service is not good.

5. Conclusion

In the context that today's consumers have more and more opportunities to choose where to shop and increasingly have higher requirements for service quality, along with the growing trend of the supermarket and retail market, businesses Although businesses operating in this field have many opportunities due to high demand but also face increased competition, Co.opmart Vietnam is also one of the mentioned cases. Therefore, in order to survive and develop, Co.opmart needs to pay attention to the quality of service that customers receive when buying cassava at their supermarket.

The basic view of the research when offering solutions to improve service quality at Co.opmart based on customer needs. The quality that customers receive when shopping at the supermarket is an important factor that determines the success of the business. Therefore, what needs to be done is to come up with solutions to improve service quality through the components and factors affecting it.

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