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Building a Customer Service Culture in Vietnam

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Abstract

In today's competitive market, providing excellent customer service has become more important than ever. For businesses that sell the same product or service, the difference lies not in their products or services but in the customer service that comes with their products. An accurate customer service strategy is the foundation for building strong customer relationships, creating customer loyalty, and gaining a competitive advantage. Therefore, customer service plays an increasingly important role in customers' purchasing decisions, so businesses need to constantly improve service quality and bring customers more value. Employee friendliness creates a business's culture, representing the way the business interacts with customers. Try your best to solve the customer's problem. A positive attitude with a sincere apology is enough to make customers feel that their problem is important and is paid attention to by the business. Ensure activities are aligned with the brand's mission, goals, and core values to increase authenticity. Sincerity comes from acting based on the customer's wishes and interests. Listening to customers and providing positive feedback will help businesses better understand customer needs and improve their services.

1. Introduction to the research problem

Customers are always the top priority of businesses. After all, products and services are developed and created with the aim of meeting customer needs to convince them to become loyal customers of the brand. Building a customer service culture is an important and necessary factor in the current era. A customer-centric culture brings outstanding benefits to businesses. In an era of competition, when the space for businesses is increasingly cramped from new competitors, which business can best meet customer needs and bring good experiences to them? there will be success. Empathy and care have become an integral part of great customer service, especially in hospitality and healthcare. Large businesses always set strict standards in customer service culture. Customer satisfaction reflects the fact that businesses are always ready to support customers when there are complaints.

To develop a successful customer service strategy, start by defining a clear vision that aligns with your business goals. Consider what excellent customer service means to your organization and set specific goals to guide your efforts. Whether it's increasing customer satisfaction, improving customer retention or driving positive word-to-mouth referrals, having a clear vision and defined goals will help you stay focused and successful. Progress price.

A customer-centric culture brings outstanding benefits to businesses. In an era of competition, when the space for businesses is increasingly cramped from new competitors, which business can best meet customer needs and bring good experiences to them? there will be success. The benefits of building this culture are clear to businesses, but how to form a hybrid culture is a challenge for leaders. In this section, the article will directly address ways to help create this culture. The most scientific and effective, drawing from expert experience and practice from large enterprises in the world that have successfully built it.

2. Theoretical basis

Customer Relationship Management is abbreviated as CRM. That is the strategy of companies in developing customer relationships through research and thoroughly understanding their needs and habits. Establishing good, long-term relationships with customers is especially important to the success of each company, so this is a very important issue. There are many definitions of CRM in the world.

In other words, based on data obtained from customers, businesses will build the most effective customer care strategies. From there, establish close relationships with customers, support increased sales, optimize Marketing and improve services.

How to build the most effective customer relationship management process: If your business needs to expand its customer base or retain customers through daily interactions, using a CRM system is reasonable.

The most effective customer relationship management process:

Clearly identify target customer groups:
Identifying target customers is the first job for effective customer management. This customer group must ensure compatibility with the brand's characteristics and business goals. Only when clearly identifying target customers can store owners build strategies to gain the right insights and focus on serving them in the best way.

Exploit and build customer data lists:
After identifying target customers, the manager will build a customer list using the database. You can collect customer information about gender, age, contact method and shopping habits during the sales process. This contributes to helping businesses support customers more effectively.

Develop a set of care standards for each type of customer:
Next, you need to classify customers into separate groups based on purchasing behavior or loyalty level. From there, you will build care standards for each customer group. This not only helps you achieve optimal efficiency but also reduces costs for the store. Furthermore, employees can also easily support customer groups with different behaviors.

Care before, during and after sale:
Staff will rely on the above standards to take care of customers before, during and after the sale.
- Before sales: Send product information and store promotions to potential customers.
- During the sales process: Provide the most suitable products according to customer needs.
- After sales: Provide services such as giving birthday gifts, sending greetings on important holidays, keeping in touch to establish lasting relationships and attract customers to come back to shop in the future.

Check, evaluate and adjust CRM operating processes:
Based on the results of CRM activities, business owners will evaluate the performance of the business. From there, plan to amend and supplement the process so that the customer relationship management process goes smoothly and achieves better results in the future. In addition, assessment also helps employers know whether their employees are following the set process correctly or not.

Benefits of Customer Relationship Management:
For Customers: CRM contributes to promoting long-term relationships between customers and businesses.
For Businesses: CRM helps businesses listen to their customers more, easily manage their business situation and development.
For managers: CRM provides managers with many effective support tools, helping managers quickly solve problems in the business.
For employees: CRM allows employees to effectively manage their time and work, create reputation with customers, and retain customers longer.
IDIC model in CRM: Identify customers (In identify) through information of the contact process.
Differentiate customers through customer needs and the value customers bring to the business.
Interact with customers (Interact) using two-way dialogue.
Customize serves customers according to unique needs.
Customer relationship management implementation process:
Create a customer database:
With a customer-centered business philosophy, in which the cooperation mechanism with customers covers the entire business strategy of the enterprise:

- Database concept
- Contents of the customer database
- Source of database collection
- Database storage solution
- Database classification
- Database management
- Criteria for evaluating database system structure.

Analyze data, select customers:
With a database that collects all customers with completely different characteristics and values, it is difficult for businesses to respond well to all customers when limited in resources. This requires businesses to classify customers into groups of customers with some similar characteristics and select the customers that businesses think are most effective.

Customer classification criteria:
- Classify customers by value
- Classify customers according to purchase purpose.

Tools aimed at target customers:
After identifying target customers and classifying customers, the next step is how to orient to target customers, communicate with target customers, and convert potential customers into customers. The company's real products, increasing their loyalty.

Action program for target customers:
The overall goal of the targeted customer action program is to provide a higher level of customer satisfaction than that offered by competitors. A comprehensive set of programs includes:
- Customer service: Customer service is an important factor, a product a business brings to the market along with some services. The following methods can be applied:
  - In business, there are at least two factors that always determine the fate of a business: product and price
  - Technical guidance service
  - Transaction staff
  - Credit.
- Customer loyalty program: According to research, 20% of loyal customers will bring 80% of profits to the business. To build and maintain customer loyalty, businesses can choose programs such as cumulative discount programs, instant discounts, point accumulation or customer conferences.
- Customer personalization: Use information collected from each customer to personalize large numbers of customers grouped by value and need through historical information and the results of interactions. customer cooperation. The whole goal is to add value and build long-term relationships with the best satisfaction of customer needs.
- Building communication: The goal of communication is to transmit the company's image, message, and information about products and services to target customers.

Evaluate the effectiveness of CRM:
Unlike conventional evaluation criteria based on financial indicators, with CRM, effective evaluation methods need to be customer-centered. CRM assessments are performed on

internal and external activities of the business and those related to customers.
New trends in building customer service culture:

The combination of AI (artificial intelligence) and CRM system:
The CRM system is also a good example of successfully integrating AI into operational processes. The proof is that thanks to the trend of CRM combined with AI, all information related to customers will be automatically updated at all times.
From there, businesses can both save time and have a more comprehensive view of customer data to make business strategy planning easier.

Voice technology will begin to integrate with CRM:
Today, users can control programs and activate tools with their voice. This technology makes programs more accessible and easier to use. By using voice commands, team members can send messages, track customer data, receive updates, etc. Voice assistants are likely to become more advanced. Helps CRM software become more convenient to use.
CRM trend integrating with IoT to enhance customer experience: The Internet of Things (IoT) will also continue to influence CRM trends in 2024. In Statista's latest report, there are 8.74 billion devices connected IoT devices by 2020 and this number will increase to 25.4 billion devices by 2030.
According to experts, leveraging IoT technology on CRM platforms will improve front-end processes. By connecting products and devices to the internet, IoT helps the information exchange process between marketing - sales - customer service departments more smoothly.

Automation technology:
Automation is the core technology used in business management software and is considered by many experts to continue to influence CRM trends in the near future. Automation technology continuously improves CRM features, helping business data stay organized even as the number of new customers increases.

Integrate BPA with unstructured data:
Integrating business process automation (BPA) with unstructured data is a popular trend that businesses are choosing to make data more accessible. Businesses rely on this data to expand, consolidate and innovate, and using BPA with unstructured data will help increase data accessibility and leverage the data source's full potential. This. This integration also enables businesses to accelerate processes, enhance customer service and drive business results.

Customer Experience (CX):
Nowadays, businesses always put customers first and all business activities revolve around customers. This makes customer experience (CX) a key brand differentiator in 2024 and beyond.

Mobile CRM:
Advances in mobile technology and increased user connectivity require CRM platforms to continually update to provide more mobile functionality. Users can access CRM on different devices. When applications sync together, the mobile CRM trend will allow employees to work more efficiently without constraints.

Social CRM (Social CRM):
The 4.0 era recognizes the remarkable development of social media channels. According to the survey, on average, a user spends about 2.5 hours a day on social networks. Therefore, integrating CRM into social platforms is absolutely necessary and in the future there will be updates to increase features for users.
Connect to multi-channel data system (omni channel CRM): Applying the omni-channel sales system model on CRM (omni-channel CRM). At that time, the unification of channels will help businesses synchronize the management of customer information, meeting the desires that customers expect from the brand. The information will be centralized at the unified information interface.

3. Research Methods
Customer service culture research methods focus on understanding and analyzing cultural factors that affect customer experience during service use. This is an important area in the field of marketing and management, aimed at helping businesses better understand customer expectations, values and beliefs.
To study customer service culture, the following methods can be applied to collect data and analyze results:

Determine research goals:
First, determine the objective of the research to focus on the cultural aspect of customer service such as understanding the values, beliefs, opinions and realities in the relationship between businesses and customers.

Design a Question or Survey:
Create a questionnaire or survey to collect information from consumers. Questions can revolve around factors such as product/service quality, employee communication, organizational experience, and value delivered to customers.

Conduct the Survey:
Use questionnaires or surveys to collect opinions and information from customers. Questions may focus on factors such as service experience, customer satisfaction, quality ratings, and employee engagement.

Data Collection:
Use tools like phone calls or in-person meetings to gather information from consumers. Online surveys or questionnaires can also be used to collect data from a large number of consumers.

Free Language Analysis:
Use natural language processing (NLP) to analyze and understand customer opinions from sources such as online comments, product/service reviews or social media. NLP tools can help identify general trends, popular emotions and opinions among customers.

Personal Interview:
Approach several potential or current customers to conduct detailed personal interviews. This helps generate deeper information about the customer's experience and perspective on the service.

Direct Observation:
Monitor or participate in service delivery to better understand factors such as communication, attitudes, and reactions of employees and customers in real-world environments.

Data Analysis:
Use data analysis tools to identify trends, relationships and levels of influence between factors in providing customer service. Tools such as Excel, SPSS or Python can be used to process and analyze data collected from a survey or other information source.

Compare Research:
Study published reports, books, articles, or studies related to customer service culture to compare results and better understand general trends in the field.

Concluded:
Based on the results of the study, draw conclusions and explain their significance in understanding customer service culture. This conclusion can be used to improve a business's strategy and quality in creating good customer experiences.
Tools that can be used in the research process include data analysis software such as Excel, SPSS, Python or R. NLP tools such as NLTK (Natural Language Toolkit), spaCy or Stanford CoreNLP can be used for free language processing and analysis.
Depending on the specific research and industry goals, these methods can be combined or adapted to meet project requirements. Most importantly, ensure that the data collection process is designed to be accurate, reliable, and provide valuable information about customer opinions and desires. Customer service culture research methods help businesses better understand customer expectations and create a better service environment. This can help improve customer satisfaction, build trust and increase exclusivity in the industry.

4. Research Results
Fast food consumption habits:
Up to 73.6% of the 370 respondents in the preliminary survey used fast food within the past 3 months. Most of them often go to fast food stores 2-3 times/month.
Being invited by others, eating on the weekend or eating when you feel hungry are the three main reasons that attract customers to fast food restaurants.
Evening (after 6 o'clock) is the time when respondents often consume fast food the most.
Up to 71.7% of research subjects went out to eat with friends/colleagues. In particular, the group of respondents who have children often eat fast food with their children.
The average cost per user at a typical fast food store is as follows:
50,000-70,000 VND: Pho 24
70,000-90,000 VND: Lotteria and Jollibee
90,000-110,000 VND: KFC, Pizza Hut and BBQ Chicken.
Fastfood brand:
The 3 brands with the best recognition level from consumers are KFC, Lotteria and Pho 24 respectively. Among them, KFC has the very highest level of awareness at 70.2%. Meanwhile, Pho 24 is the leading brand in assisted recognition with a choice rate of up to 80.8%.
KFC, Lotteria and Pizza Hut are the 3 most used brands in

the past 3 months and also attract the largest number of loyal customers.
Evaluating the user's level of importance to fast food restaurant factors on a 5-point scale, the average score corresponding to each factor is obtained as follows: Product: 3.85, Distribution: 3.98, Promotion: 4.18, Price: 4.22.
Hygiene is one of the factors best rated by customers for fast food restaurants. However, respondents were not satisfied with the price and noisy store space.

5. Discuss Research Results
How do young people perceive fast food?
Teenagers and young people are the target group that many fast food brands want to target the most. Grasping the image of fast food in the eyes of teenagers helps brands know how their industry is being perceived, and whether teenagers' definition of fast food is the same as the brands they want to build. or not, whether teenagers really go to fast food chains to enjoy food and what influences the choice decisions of this target group.
According to Buzzmetrics analysis, when delving into discussions created by teens on social media about fast food, which show teens' thoughts about this type of eating, what stands out is that the majority of teens think of fast food. That is, think of "fast food chains", not "fast food types". Therefore, the image of fast food in teenagers' eyes is an experience, not just a meal.
According to what is shared on social media, the vast majority of teens see fast food stores as a place to meet and gather friends, with 69% of discussions expressing this thought. Meanwhile, up to 10% of teenagers see that fast food stores are luxurious and trendy places, and eating fast food shows their elegance and trendyness. Fast food stores are also said to be a place for young people (9%), a place to organize parties, mainly birthdays and group meetings (9%), and a place to keep memorable moments with friends (7%). Notably, there is a group of young people who frankly shared that fast food stores are the ideal place to take selfies and check-in (5%).
What are the behaviors of teenagers when talking about fast food on social media?
In general, teens' behaviors on social media when talking about fast food are mostly concurrent with interactions with others, specifically friends. The most common behavior of teens when mentioning fast food on social media is inviting friends to eat (when they see a promotion or when a new store opens, with discussion rates of 30% and 20%, respectively). Tag and introduce friends and new stores or new dishes (16%), mention fastfood when discussing meals with friends after school (15%). In addition, another very popular behavior is posting selfies and checking in at fast food stores (11%), places that are said to have beautiful scenery, good lighting, and are suitable places to hang out. giving birth to sparkling selfies.
Many young people also tell their funny stories when going out to eat fast food in the form of posts on Facebook, or students go online to share that they suddenly crave fast food while studying (4%).
When do teenagers usually go out to eat fast food?
The teenage target group is a group that quickly updates information on social media, especially brand promotional information. According to what is shared by this target group, when there is a promotion is the time when teenagers consume the most fast food (30%), this is contributed by

being tagged and invited by friends when discovering that there is promotion. Besides, after school is also one of the times when teens most often go out to eat fast food, with 20% of discussions mentioning this time, while 8% of discussions shared about choosing to go out to eat fast food when school groups.

What do parents think and say about fast food on social media?

If the teen group makes their own decisions about their choice to eat fast food, then the parent group (parents) are the decision makers about whether or not to let their children eat fast food. According to Buzzmetrics analysis based on discussions created by this group on social media, parents can be divided into 3 groups based on their attitude towards fast food:

Fast food supporters group (54%): people who share that they often feed their children fast food and even love this type of food.

Anti-fast food group (13%): people who absolutely do not let their children eat fast food and share about the harmful effects of this food.

Neutral group (33%): neither support nor oppose fast food, think there is no problem with eating fast food occasionally.

Thus, unlike many people's thoughts that parents are a difficult group to conquer in the fast food industry because they are deeply aware of health issues, today's parents on social media have a much more open view. for this type of food and many people say that it is understandable that children like to eat fast food and they want to make their children happy or will have other healthy eating measures to reduce the harmful effects of fast food.

Group of parents supporting fast food

The top reason why parents let their children eat fast food is because the child likes it (11%). Many people share that they often give their children fast food when they ask their parents to take them out to eat, or often give it to their children when they get good grades and they feel completely satisfied with that, as long as they can make the child happy. Many parents also say that they like to go out to eat fast food and enjoy spending time with their children at fast food stores with cozy and beautifully designed spaces. According to the group of parents supporting fast food, these chain stores have become the top choice of parents when planning to organize a party for their children. Besides, events with attractive promotions or gifts for children on holidays such as Christmas and Halloween are also said to be reasons why parents want to take their children to eat fast food.

One notable thing is that when one parent goes on a business trip or is away from home, the other parent often tends to take the child out to eat fast food because they are lazy to cook or do not want to eat at home (6%).

Parents group opposes fast food

"Fast food is harmful to health" is the top reason why some parents oppose eating fast food. Besides, issues of food hygiene and safety, the amount of calories in fast food, information about maggots in KFC fried chicken, etc. are also reasons why parents do not let their children eat fast food.

The parent group has a neutral attitude toward fast food

This group of parents neither supports nor opposes eating fast food. They share that they sometimes take their children to eat at fast food restaurants. Besides, many people share that they prefer to make their own fast-food dishes at home to ensure freshness as well as food safety and hygiene.

6. Conclusions and Recommendations

The importance of customer service culture:

Research has shown that a customer service culture plays an important role in building long-term relationships and increasing customer satisfaction. This culture affects every aspect of the organization, from employees to products and processes.

Factors affecting customer service culture:

Research has identified a number of factors that influence the development and maintenance of a positive customer service culture, including: organizational leadership, company values and beliefs, and commitment from employees. Staff, high service standards and flexibility in addressing customer requests.

Benefits of having a good customer service culture:

Research has shown that organizations with a positive customer service culture tend to have a competitive advantage, experience higher revenue and profit growth, retain existing customers, and attract new customers.

Based on the research results, we can make the following suggestions and recommendations to improve customer service culture:

Identify common values and goals:

Organizations should clearly define common values and goals related to customer service to create a clear direction for the entire organization.

Invest in employee training and development:

It is necessary to develop a comprehensive training program to improve communication skills, problem-solving skills and product knowledge for employees. At the same time, building a positive working environment and encouraging employee creativity is important.

Focus on collecting feedback from customers:

Organizations should create mechanisms to collect feedback from customers and use this information to improve their processes and services.

Build a culture of continuous quality improvement:

The organization should create an environment that encourages continuous improvement and enhancement of service quality, by suggesting new ideas, conducting periodic audits and reviewing work processes.

To develop and research customer service culture, possible directions for further development and work include:

Take a closer look at the role employees play in building a successful customer service culture.

Analyze the impact of new technology such as artificial intelligence (AI) or chatbots in providing customer service.

Research methods to evaluate employee performance in the field, including customer satisfaction, Net Promoter Score (NPS), and other metrics.

Research on the impact of customer service culture on business development and organizational profits.

Analyze new trends in the field of customer service, such as online services, user experience, and digital marketing.

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