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Organizing Customer Care Activities at Big4 Logistics Companies in Vietnam

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Abstract

In the era of growing globalization, the logistics industry in Vietnam has become an important part of the national economy. Vietnam, with its favorable geographical location in the heart of Southeast Asia, has attracted a large number of leading logistics companies in the industry. These businesses contribute significantly to the transportation of goods and related services, from road, air, and sea transportation to storage and supply chain management services. In the era of today's globalization as it develops, the logistics industry in Vietnam has become an important part of the national economy. Vietnam, with its favorable

geographical location in the heart of Southeast Asia, has attracted a large number of leading logistics companies in the industry. These businesses contribute significantly to the transportation of goods and related services, from road, air, and sea transportation to storage and supply chain management services. These leading logistics companies create diversity and competition in the logistics industry in Vietnam, while providing effective solutions for businesses and continuing to play an important role in developing the Vietnamese logistics industry.

Keywords: Customer Care, Big4, Logistics, Vietnam

1. Viettel Postal Joint Stock Corporation

1.1 Introduce About the Company

Viettel Post Joint Stock Corporation (abbreviated name: Viettel Post) was established on July 1, 1997, formerly known as the Postal Department under Viettel Military Electronics and Telecommunications Company (now Viettel Group). Industry - Viettel Military Telecommunications).

With the perspective of sustainable development and the vision of becoming **the "Fastest - Most Reliable" Delivery Enterprise in Vietnam**, Viettel Post aims to focus on investing in the field of Delivery and Logistics with a wide network at 63/ 63 provinces and cities nationwide, down to villages, communes, and islands. Viettel Post has successfully carried out sales transactions, bringing high revenue and profits to e-commerce businesses.

Viettel Post's domestic and international courier service ecosystem is providing: Express delivery/quick delivery service (VCN), Express delivery service (VHT), Economy delivery/delivery service savings goods (VTK), additional services, express delivery services cash on delivery/COD shipping, logistics services, e-commerce services.

1.2 Status of Customer Care Activities

▪ Customer Care Support Policies

- Viettel Post's form of receiving applications

Viettel Post receives applications when you post applications directly on the website, via phone app,...

If you have problems registering an account, you can contact Viettel Post's customer service hotline 19008095 or go to the nearest Viettel Post delivery point for support.

- Pick-up policy

Viettel Post does not limit the number of orders each time, Viettel Post also supports 1 order.

To ensure delivery to the correct recipient, quickly and safely, Viettel Post stipulates that the sender needs to print and paste the delivery slip on the package or write the bill of lading code on the package.

- Policy regulations on delivery to customers

Viettel Post is always available to support customers as much as possible. However, Viettel Post employees deliver goods by motorbike and carry boxes containing many valuable goods, so Viettel Post encourages customers in high-rise building areas, apartment complexes... to come down to receive goods for staff. Delivery staff.

In addition to domestic express delivery services, Viettel Post also supports additional services including delivery and receipt services according to customers' scheduled requests.

If the recipient is busy at the time of delivery, the postman will take note and redeliver on the next shift or the date the recipient has scheduled.

Viettel Post always tries to deliver and support customers for successful delivery. However, for orders that are delayed by the recipient more than 3 times, Viettel Post will change the order status to undeliverable and return the goods to the customer.

- **Control policy-transfer money for collection**

Reconciliation is the process where Viettel Post transfers collection amounts and service fees for orders completed before the reconciliation schedule.

Electricity fee = Payment fee - service fee - insurance fee (if any).

Viettel Post is flexible with your optional checking schedules, for example checking once a week on Friday, checking once a month on the 30th.

▪ **Process for handling customer complaints:**

Step 1: Receive customer's YC/KN about the service

- Customer feedback channel: switchboard 19008095, website ViettelPost.com.vn, Viettelpost.vn, email, directly at the Post Office, online channel.
- Exploitation of customer information (full name, address, phone number, bill of lading number, complaint request content).
- Enter YC/KN: follow PL04 - Instructions for entering, closing, renewing YC/KN.
- Appoint customer for processing time: Specify time to resolve complaints. If the customer sets a response time, it depends on the customer's time but not less than 30 minutes.

Step 2: Check and process requests/complaints

- Processing staff coordinate with relevant units to handle YC/KN.
- + If processed immediately: reply to the customer with the processing results to enter the processing results into the system.
- + No solution: Go to step 3 - Report and ask for direct direction from superiors
 - Priority order for handling YC/KN:
 - + By type of service: YC/KN for postal items using priority services (timed, express) or with special content (tender documents, cold goods, vaccines, information rescue goods) will be processed. Reason first.
 - + According to customer classification: YC/KN of VIP customers are processed first, regular customers later.

Step 3: Report to ask for direct direction from superiors

- During the processing process, the customer and the unit have not reached an agreement on the settlement result or the compensation request needs to be negotiated. The staff responsible for resolving the issue reports to superiors to have a definitive solution for the customer.
- After asking for instructions, get the processing results and move to step 4 - Return the processing results.

Step 4: Return processing results

- After receiving processing results, YC/KN reception staff contact to notify customers of processing results and enter processing information into the system.
- Contact method: - Instructions for responding to customers via phone.
- Information to enter: refer to PL04- Instructions for receiving, paying, and renewing KN.
- In case the processing result satisfies the customer's requirements, the processing staff transfers it.

Step 5 – Close the request/complaint and save the file.

- In case the handling results cannot be agreed upon with the Customer on the handling plan.

Step 3 – Report to ask for direction from superiors.

Step 5: Close the complaint/save the file

- The Customer's YC/KN regarding the service is completed when the Customer has received the results from the processing staff in the form of a call, email or text message.
- YC/KN reception staff directly respond to the customer's processing results.
- Keep records of cases related to compensation: original photocopy delivery slip, working minutes with the customer, documents proving the value of the parcel (sales invoice, purchase contract, purchase transfer document). chemistry).

▪ **Complaint resolution work**

Resolution work is an important part of customer care. Viettel Post has diversified channels for receiving customer complaints such as directly receiving written needs at point transactions of electricity branches, via mail sent to Viettel Post's Customer Care Team.

Other receiving channels: is the attenuation receiving department in the sales and direct sales team. This department is responsible for receiving customer complaints and transferring them to the complaint resolution department.

The complaint handling and reception department is. This department continues to receive and respond to missing accounts with high accuracy. When receiving the award, the staff will conduct a classification of areas of damage to the youth in terms of service quality, service attitude, fees and other types.

1.3 Evaluate the Current State of Customer Care

▪ **Advantage**

- Employee attitude. All Viettel employees are friendly, enthusiastic, and thoughtful..
- Resolve the complaint process in a clear and reasonable order.
- Viettel's customer care policy is always ready to serve customers 24/7. Whenever you call the customer care department, you will receive a quick and dedicated response.

▪ **Defect**

- Customer data exploitation at the company is not effective. Activities related to exploiting customer data sources only stop at updating information. The use of

information is not proactive and does not happen regularly. Present. DLKH does not have information about the type of business.

- The communication skills of employees when interacting with customers are still limited. There are still many situations where employees assigned to customer care tasks but do not behave appropriately to satisfy customers.
- The method of evaluating the attitude of customer service staff is still passive, monotonous, and has only become one-sided from the customer's side without proactive evaluation from the staff within the company. The reason for this is due to the lack of management personnel.

1.4 Request

- Improve management, tracking and exploitation of customer data.
- Train and improve the quality and quantity of employees when dealing with customers at the company.
- Expand more appropriate services to meet customer needs.

2. Vietnam Post Corporation

2.1 Introduce about the Company

Transaction name: Vietnam Post Corporation

Abbreviated name: Vietnam Post Office

International transaction name: Vietnam Post

International abbreviation: VNPost

Established year: 2005

2.2 Status of Customer Care Activities

▪ Customer care support policies

- Organize a unified and centralized answering and service support system. Via Vietnam post's customer support hotline 1900545481. In addition, customers can chat directly with the company's staff on Vietnam post's website to answer all customer questions.
- Research to shorten the time to resolve complaints, implement decentralization of complaint resolution within the unit, and delegate authority to resolve complaints to the customer care department to shorten the time to resolve complaints.
- Compensation policy: there is a compensation policy for damages due to loss or damage to goods during transportation.

▪ Customer complaint handling process

Vietnam Post's complaint resolution process is conducted according to the following steps:

1. Receive complaints
Customers can submit complaints in many ways: complain directly at the service provider, complain by phone, complain in writing or by email.
2. Verify information
The customer care department will verify information about whether the complaint is eligible for resolution.
3. Resolve complaints
When the service user directly complains and an agreement is reached between both parties, the complaint will be resolved immediately.
If a serious or complex complaint fails to reach agreement between both parties, a detailed investigation

should be conducted and measures taken to rectify the problem and compensate the customer.

▪ Complaint Resolution Work

Complaint resolution is based on the following principles:

- Complaint resolution must be carried out on the principle of within the prescribed time limit, in accordance with the law and ensuring the legitimate rights and interests of service users.
- Encourage service users and service providers to resolve complaints through agreement and negotiation.
- When the service user directly complains and an agreement is reached between both parties, the complaint will be resolved immediately.
- If a serious or complex complaint fails to reach agreement between both parties, a detailed investigation should be conducted and measures taken to rectify the problem and compensate the customer.

Compensation is based on the following principles:

- Compensation is determined on the basis of actual damage, the level of damage is calculated according to the market price for items and goods of the same type at the location and time that the mail or parcel was received but not sent. Exceed the limit of compensation liability for each type of service according to regulations unless otherwise agreed between the sender and the Post Office.
- Compensation is paid in Vietnamese Dong.
- Compensation is paid to the sender. In case a letter, postal parcel or parcel is partially damaged and the recipient agrees to receive it, compensation will be paid to the recipient.
- Compensation for damage to international mail and parcels is carried out in accordance with the provisions of international treaties to which Vietnam is a party.

2.3 Evaluate the Current State of Customer Care

▪ Advantage

- Have a clear compensation and complaint policy.
- There is a quick customer care support system through the hotline.
- Having a network of branches spread across 63 provinces and cities helps customers easily access the company's services.
- Customers can create an application and request collection at the customer's address without having to go to post offices.

▪ Defect

- The style, behavior, and communication of tellers and delivery staff still lack standards. The quality of the workforce throughout the system is not uniform, leading to large differences in service quality, especially between rural areas and economically developed regions.
- Customers' questions, complaints, and concerns are still slow and cumbersome in the receiving and resolution process.

2.4 Request

- Develop appropriate and competitive pricing mechanisms and sales policies in the market.

- Classifying customer details; From there, develop services and service packages suitable for different customers to ensure the best service provision for customers, creating a competitive advantage for the Post Office.
- Promote skills and professional training for the workforce, especially communication and situation-handling skills for tellers and delivery staff, to contribute to increasing the level of satisfaction, satisfaction of customers using the service.
- Focus on improving customer care, diversifying information channels to promptly support and resolve arising questions and especially complaints from customers during the process of using the service.

3. Noi Bai Express Delivery and Trading Joint Stock Company

3.1 Introduce about the Company

Noi Bai Trading and Express Delivery Company is one of the leading companies in the field of transportation and express delivery services in Vietnam. The company has over 10 years of experience in the industry and is known as a reliable partner in the transportation of goods and documents.

3.2 Status of Customer Care Activities

- **Customer care support policies**
 - Compensation policy: Noi Bai Company has a clear policy on compensation for complaints due to loss or damage to goods during transportation. Customers have the right to request compensation or refund if any problem occurs.
 - 24/7 care: Noi Bai's customer care service operates 24/7, allowing customers to contact and receive support anytime needed.
- **Customer Complaint Handling Process**
 - Receiving complaints: Complaints from customers will be received through many different channels such as phone, email, or directly at branches.
 - Complaint classification and assessment: Complaints will be classified and assessed for severity to determine the appropriate handling process.
 - Handling and resolving complaints: Noi Bai Company is committed to resolving complaints quickly and fairly, informing customers of the results after completing the process.

3.3 Evaluate the Current State of Customer Care

- **Advantage**
 - Strong transportation system and wide coverage throughout the country.
 - Professional customer care and 24/7 support.
 - Clear compensation and complaint policy.
- **Defect**
 - Need to improve online shipping information so customers can look up more easily.
 - Train more transportation staff to ensure service quality.

3.4 Request

- Enhance online shipping management and tracking.
- Invest in transportation staff training.
- Expand international services to meet customer needs.

4. Phuong Trang FUTA Express Delivery Service Joint Stock Company

4.1 Introduce about the Company

Phuong Trang Group-FUTA Group was established in 2001. With main business activities in the fields of buying and selling cars, passenger transportation, real estate and service business. Phuong Trang gradually becomes a familiar name accompanying Vietnamese people in all fields. After more than 20 years of establishment and development, with customers as the focus, Phuong Trang Group is proud to become a core transportation enterprise that actively contributes to the overall development of the transportation industry in particular and the economy. The country's economy in general. Always improving to bring optimal service quality, Phuong Trang Company has been recognized through many prestigious awards such as "No. 1 Brand in Vietnam", "Top 10 Famous Brands in Vietnam", "Top 10 Services". Perfect service for consumer benefits in 2022", "Top 10 typical Vietnamese enterprises", "Top 10 prestigious brands, products and services in Vietnam - ASEAN 2022".

4.2 Status of Customer Care Activities

- **Customer Care Support Policies**
 - Refund and exchange policy: Provide flexible policies for refunds and exchanges of tickets or services if the customer has a valid reason. Information on specific terms and conditions will be specified in each contract or company website.
 - Customer care by phone: Provide a phone number or hotline system so customers can contact and receive quick support in case they need help or information about the service.
 - Customer care via email: Provide an email address where customers can send their requests or questions and receive a response from the customer support team.
 - Competitive pricing policy: Ensure competitive prices for transportation services, bus tickets, or travel packages to attract and maintain customers.
 - Promotions and incentives: Organize promotions, discounts, or special offers for regular customers or large groups.
 - Customer feedback system: Create opportunities for customers to comment on the service through a feedback system or survey.
 - Information on the website: Provide detailed information about services, schedules, and policies for customers to easily look up and refer to for themselves.
 - Special customer care: Dedicated to special cases or specific customer requirements to ensure they receive the best attention and support.
- **Customer complaint handling process**
 - The customer complaint handling process at FUTA Express Service Joint Stock Company will proceed according to the following steps:

1. Receive complaints

Customers can submit complaints through many channels, including phone, email, website or at Phuong Trang FUTA transaction points. This complaint will be recorded and sent to the customer service department or management department depending on the nature of the complaint.

2. Verify information

Customer service will verify information about the claim by contacting the customer to collect additional details, such as

ticket number, time, date of travel, and any other relevant information.

3. Evaluate and classify complaints

The complaint will be assessed and triaged to determine its severity and priority. There may be different levels of classification such as routine complaints, serious complaints, or special complaints.

4. Resolve complaints

Based on the severity of the complaint, the customer care department will resolve it. Resolution may include: Prompt handling and immediate response to simple complaints. Conduct detailed investigations if necessary, for example for more serious or complex complaints. Take measures to fix the problem and provide appropriate solutions.

5. Notify customers

The customer will be informed of the outcome of the complaint resolution process. In the event the complaint is successfully resolved, the notice may include an apology and corrective measures. In the event the complaint is not resolved to the customer's satisfaction, they will be given an explanation of the decision and how to proceed.

6. Follow up and feedback

Once the complaint is resolved, Phuong Trang FUTA may conduct follow-up to ensure that the issue has been properly resolved. They can also collect feedback from customers about the complaint handling process to improve service in the future.

▪ **Complaint Resolution Work**

After receiving the complaint, "FUTA" immediately proceeds to resolve the complaint in the above order and quickly resolves the complaint for customers in the fastest and most appropriate way. Since its formation and development, Phuong Trang FUTA Joint Stock Company has always focused on service quality and customer care to become a name in the Big 4 Logistics companies in Vietnam.

4.3 Evaluate the Current State of Customer Care

▪ **Advantage**

- Resolve customer complaints in an orderly, quick and satisfactory manner.
- Resolve complaints 24/7, including holidays.
- Diverse customer support and care policies, spread at headquarters across the country.

▪ **Defect**

- The process and customer care services at FUTA are very diverse, but the problem of departments and the quality of customer care staff is still limited. To further develop in today's market, Phuong Trang FUTA Express Delivery Service Joint Stock Company should focus more on improving the quality and number of customer care staff at the company.
- Currently, logistics activities at FUTA only operate domestically. Phuong Trang FUTA Express Service Joint Stock Company needs to develop more shipping services to neighboring countries or further countries around the world.

4.4 Request

- Improve the quality and quantity of customer service staff at the company.
- Expand market to other countries.

- Offer more incentives to customers so that customers have more choices.

5. Conclude

Along with the development trend of modern times. Facing opportunities and challenges in the new era, the period of integration and competition. Besides, Logistics development contributes to expanding the business market. The logistics system acts as a "bridge" to help bring goods to new markets according to set time and location requirements. With the support of the logistics system, the power of many companies has gone beyond the geographical borders of many countries. On the one hand, business manufacturers can dominate the market for their products, on the other hand, the international business market is also expanded and developed. Contributing to reducing costs, perfecting and standardizing documents in international business. Each transaction in international trade often requires the use of many cumbersome papers and documents, consuming a lot of costs and greatly affecting the speed and efficiency of international trade activities. Logistics has provided a variety of comprehensive services that not only overcome those weaknesses but also upgrade and standardize documents as well as reduce office workload in goods circulation, thereby improving efficiency of international trade results. Logistics for the economy will partly help companies find solutions for implementing logistics activities. From there, optimizing all aspects of production will improve the company's business performance in particular, and the entire economy in general.

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