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Maintaining customer satisfaction at convenience stores in Vietnam

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Abstract

Convenience stores such as MiniStop, FamilyMart or CoopSilme are opening loudly on the streets of Ho Chi Minh City. The closer you get to the downtown area like District 1 and District 3, the more densely distributed convenience stores become, and passersby see many of these stores. These convenience stores offer convenient on-the-go products such as: ready-to-eat food and beverages; There is space for customers to eat and drink right at the store and accompanying bill payment services, operating 24/7, customers can sit as long as they want. Because there are so many different store chains competing so much, these store chains must come up with marketing strategies to satisfy customers, to bring more customers to the store, and to maintain good relationships. with customers.

Keywords: Convenience store, good relationship with customers

1. Introduction

Nowadays, society is increasingly advanced and human needs are also increasingly diverse, so businesses need to have many different business strategies to bring customers to their businesses to increase profits. profit and grow your business. That's why Korean convenience stores, Japan... is increasingly covering the largest cities, especially since then enhancing cultural exchanges : *Ministop*, *FamilyMart*, *CoopSmile*. These stores have their own unique characteristics in terms of style, products and service.

If Vinmart is a Vietnamese brand, FamilyMart is a representative from Japan. It is also for this reason that foods and products imported from the Land of the Rising Sun are becoming increasingly popular. Besides, snacks, drinks and food are indispensable for family activities. Although there are many establishments in Saigon, this is a large quality convenience store close by. The space design is large and clean so the food here is very fresh, with many attractive dishes of Japanese brands. And if you are a lover of Japanese food, this is definitely a great suggestion. Agile and polite staff is also one of the top criteria that determines the company's reputation. Fresh and delicious food, good prices with countless snacks, dry foods, drinks, and cosmetics help customers choose the products they like without worrying about quality.

Ministop Perhaps the name is too familiar to many people in Vietnam, especially Saigon. A place with bustling and busy life. Ministop store sells many products. There are fast food shops here, you can prepare your own and have a place to sit and enjoy, both convenient and quick. And especially, the store is open 24/7 with no days off. Therefore, Ministop store is very popular with many young people. Besides, the inside is also very convenient for customers such as: ATM, Wifi, clean dining area, MoMo e-wallet: MINISTOP store accepts payment by MoMo very quickly and conveniently.

CoopSmile Modern Department Store Chain - A retailer that has won the title of Leading Retailer in Vietnam for many consecutive years with retail brands Coopmart, CoopXtra, Coop Food, CoopSmile, Cheers, Sense City, Sense Market, HTV Coop ... The first CoopSmile Modern Department Store was born on October 28, 2016 in Binh Thanh District, now there are more than 100 stores in the Ho Chi Minh City area. CoopSmile specializes in providing quality and economical products and goods (food, chemicals, appliances, apparel, private label goods...), along with additional services that bring convenience. optimal (electricity, water, phone card collection service, laundry service, printing service, membership card point service, door-to-door delivery, diverse forms of payment, and links with many partners such as Momo, Grab, Lazada, ...). Besides sales criteria, CoopSmile also emphasizes connecting and bringing good things to the community, organizing many meaningful activities, they have many programs to find customers and connect residential areas.

Where CoopSmile stores are present, as well as maintain customers.

2. Theoretical basis

* Overview of CRM system

Customer Relationship Management (CRM) is a way to help businesses reach and communicate with customers by managing customer information such as accounts, needs, and contact methods to help the business. Serve customers effectively and maintain customer satisfaction with the business.

- Benefits of CRM

Helps businesses listen and better understand their customers, promoting long-term relationships between customers and businesses. Thereby, helping businesses promote their brands easily, quickly and at low cost. When customers are served attentively, they will feel the care of the business and feel very important to the business. CRM helps businesses manage their business situation from the past, present to the future. Can detect difficulties and potential risks and promptly provide appropriate solutions. At the same time, CRM helps businesses understand detailed customer information, so they can quickly support, create customer trust, maintain satisfaction and retain customers longer.

* Overview of customer satisfaction

Definition of customer satisfaction

There are many different concepts of customer satisfaction. Satisfaction can be associated with feelings of acceptance, happiness, help, excitement, joy. (Hoyer & MacInnis, 2001) Customer satisfaction is a customer's overall attitude toward a service provider, or an emotional response to the difference between what the customer anticipated and what he or she received. with the satisfaction of some need, goal or desire. (Hansemark & Albinsson 2004)

Customer satisfaction is a customer's assessment of whether a product or service has met their needs and expectations. (Zeithaml & Bitner 2000)

Satisfaction is a person's feeling of satisfaction or disappointment as a result of comparing the actual perceived product (or outcome) in relation to his or her expectations. (Kotler, 2000)

Customer satisfaction is the customer's status/feelings toward a service provider after using that service. (Levesque & McDougall, 1996)

In short, customer satisfaction can be understood as a feeling of comfort and satisfaction arising from the buyer's comparison between the actual benefits of the product and their expectations. Whether customers are satisfied or not after making a purchase depends on how they compare the actual benefits of the product with their expectations before purchasing.

The importance of customer satisfaction

Today, when customers give good reviews to a business's products or services, it means the customer is satisfied with the business and the relationship between the customer and the business is closer. Satisfaction is an important factor to evaluate customer loyalty to a business. Because when customers are satisfied, they tend to use the business's products and services more. In addition, they also help the business promote the image and quality of products and services to acquaintances and friends. their friends.

Currently, the competitive environment between businesses

is increasingly fierce. Therefore, businesses constantly improve their products and services to attract and attract customers to them. Maintaining customer satisfaction plays a very important role, helping businesses understand customer desires, determine and change the business's business strategy to bring the highest satisfaction to customers row.

Factors affecting customer satisfaction

There are many factors divided into 3 basic groups:

Basic elements: These are the basic requirements of a product or service (such as facilities, cleanliness, etc.) that need to be met for customers to be satisfied.

Performance factors: These are the needs and desires directly stated by the customer, which need to be met fully or better to result in customer satisfaction.

Triggers: These are the factors that trigger the customer's unknown needs and desires. It has a strong impact on customer satisfaction so it needs to be enhanced.

Overview of convenience stores

A convenience store is a type of small-scale retail business whose products are a variety of everyday items such as snacks, confectionery, soft drinks, and medicinal products. leaves, non-prescription drugs, toiletries, newspapers and magazines. In some jurisdictions, convenience stores are licensed to sell alcohol, usually beer and wine. Convenience stores often charge significantly higher prices than conventional grocery stores or supermarkets, because these stores order smaller quantities of inventory at a higher price per unit from the seller. trade.

Features of convenience stores

Regarding size: Convenience stores are usually small in size, larger than a traditional grocery store but smaller than a supermarket.

Regarding goods: Convenience stores often sell essential goods and provide essential services such as fast food, processed foods, essential personal items, newspapers, etc.

About location: Convenience stores are often located along bustling streets, in crowded residential areas, near gas stations or transportation stations such as railway stations, bus stations, etc. Subway station, airport,...

Regarding operating hours: Convenience stores are often open late at night or 24 hours, opening hours are much longer than other retail models.

* The role of CRM in convenience store business operations

Understand clearly the information, needs and desires of customers

Businesses can know what customers like and dislike, how customers perceive the business or competitors through the customer's previous history with the business, and customer care services. or customer feedback on previous orders. Thereby, businesses will have a clearer view of their development opportunities and potential customers. In particular, CRM can be applied to all processes from human resource management to customer care services and store supply chain management.

Care and support customers faster and more effectively

Today, customers expect quick, convenient support when they need it, day or night. CRM can help businesses provide the quality services customers are looking for. Thereby,

business agents can quickly receive reports on products that customers have responded to and promptly provide answers to customers.

Timely change and improve products/services according to customers' wishes

CRM will collect information about customers from many different and provide businesses. This can help businesses promptly detect errors and quickly change and improve products/services to suit customers.

3. Research Methods

*** Methods of collecting data sources**

There are many methods to collect data from various sources. However, people can divide them into two main categories.

- Tabletop method:

The desk method is also known as the office method. This is a method of collecting available data inside or outside the company, i.e. secondary data.

- Field method:

This method includes many different forms of data collection.

+ Observation method

This method can use people or machines to observe and record the behavior and attitudes of customers and employees towards customers or competitors. This observation helps the researcher see things more objectively at the store. From there, we can draw conclusions and propose optimal solutions to maintain customer satisfaction at Ministop, FamilyMart, CoopSmile.

+ Interview method

This is the only method that helps researchers know customers' wishes and opinions regarding products/services of Ministop, FamilyMart, CoopSmile. Can conduct public face-to-face personal interviews, focus group interviews or indirect telephone interviews. However, the disadvantages of this method are that it is high cost, takes a lot of time and the interviewer may be dishonest or not answer.

*** Research Methods**

The method of data collection:

Use collected data sources, available information, and reference documents to build an argumentative basis and draw conclusions about the issue of maintaining customer satisfaction about Ministop, FamilyMart, CoopSmile.

Theoretical analysis and synthesis methods:

Conduct analysis of collected data and data and synthesize important documents related to maintaining customer satisfaction at convenience stores.

Comparative method:

From the compiled documents, compare them with other methods of maintaining satisfaction to come up with the most optimal solutions possible to maintain and improve customer satisfaction with Ministop and FamilyMart. and CoopSmile.

*** Implementation process**

Step 1: Identify the object

First, it is necessary to learn and analyze the objects, and conduct zoning to determine the most appropriate objects that we are aiming to research.

Step 2: Collect data

Once we have identified the research object, we proceed to collect data related to the object. Build a knowledge base about the audience, to easily recognize customer psychology and needs.

Step 3: Identify related issues

To be able to plan the best research, we need to accurately determine basic issues such as research object, research scope, research purpose, research content and research methods.

Step 4: Plan - build an outline

Prepare a summary of the specific steps, the time to complete each step, and the tasks of each member. Develop a detailed outline for the plan including detailed content on maintaining customer satisfaction at Ministop, FamilyMart and CoopSmile based on implementation progress and activities in each research phase.

Step 5: Conduct research

To achieve the best results, we must conduct work based on both theory and practice step by step such as building hypotheses, collecting data, processing data, analyzing data, synthesizing data. data, compare and draw conclusions.

4. Research results and discussion

*** Strengths, promoting and exploiting the strengths of the CRM system at convenience stores Ministop, FamilyMart, CoopSmile**

- CRM system applied to customer information management at Ministop, FamilyMart, CoopSmile is a growing trend in the market. However, businesses need to consider before choosing because using any software or system has its strengths and weaknesses. First of all, we cannot help but acknowledge the benefits that CRM systems bring:

The image of Ministop, FamilyMart, CoopSmile is professionally built through every contact with customers:

What would a business do without CRM system software to quickly respond to all customer inquiries? How long does it take for consultants to look up documents? Consultants contact the departments in charge to find answers to all customers' questions. If the problem is resolved satisfactorily, how long will the customer have to wait? Currently, thanks to the CRM system, consultants can access individual customer profiles and product information. Capturing information quickly and accurately both satisfies customers and shows them the professional consulting style of the business.

Compact CRM software that still ensures data security: Because it is online software, it will be accessed using a web browser. You don't need to worry about your computer not having enough memory to install and having to depend on any server. Data saved on the Faceworks system will be absolutely safe, without worrying about being lost due to unforeseen reasons such as viruses, reinstalling Windows, changing computers, etc.

Helps businesses save time and resources: Because now you no longer need to work with dozens of individual data files. All customer information is integrated into the software system and can be quickly looked up and used with just a few mouse clicks. The time saved can be allocated to other tasks. Access anytime, anywhere with just an internet-connected device. This will be very effective when you go on business trips and meet customers outside the company area. No need to prepare tons of complicated documents in advance because everything is available on the software.

Proficient in reporting and predicting market trends. With outstanding data synthesis capabilities, the software supports quick creation of reporting charts and statistics. You don't need to do it manually and don't waste time synthesizing data from many scattered sources like before.

- Ministop, FamilyMart, CoopSmile self-deploy CRM software system. Build a customer relationship management system with features appropriate to the business field, needs and process activities of the enterprise. The resources available in the business are used effectively. Proactively develop skills and resources to develop the system, meeting management needs when there is change and development. No dependence on CRM software vendors.

- Ministop, FamilyMart and CoopSmile invest in CRM system customer relationship management software. At convenience stores, there will be many software options suitable for business fields and operational processes. You can test before buying, support and consult throughout the process of using the software. Does not take time to build and perfect the system, can be applied promptly.

- Hire a business to manage customer service relationships. Don't waste time and money building your own system or buying software, or only charge service fees when you get specific results.

*** Weaknesses and overcoming weaknesses of CRM systems at Ministop, FamilyMart, CoopSmile**

However, nothing is perfect, using the CRM system at Ministop, FamilyMart, CoopSmile still has some disadvantages that need to be overcome such as :

It takes time and cost to deploy the system. Applying a completely new way of working will cost quite a bit of money and time for business operations to stabilize. Not only do you have to buy the software and install it, but you also have to convert old data to the software and need initial time to get used to the software operations.

Difficulties in implementing and changing traditional working culture. Because it's not just an individual who needs to change the way they work, but the whole business. When people are used to the traditional way of working, converting to a new way is a challenge that not everyone can quickly adapt to.

The software does not have all the features businesses need. Because currently, most units provide a complete CRM software package and each business has a different way of operating, so it is impossible to apply an identical software to all businesses.

- Ministop, FamilyMart, CoopSmile self-deploy CRM software system. To build the system, maintain and operate the entire system, businesses must trade off time and costs. The team of programmers has limited qualifications and experience. Deploying a CRM system yourself is often more effective for large businesses with a team of programmers with in-depth knowledge of technology and techniques and understanding of the company's operating processes. Enterprises implementing their own customer management system can make the most of internal resources, but it will be a waste if not done on time and with the right budget. Invest in customer relationship management CRM software system. Loss of initial deployment and maintenance costs. Businesses must depend on changes from software suppliers. Software is not unique to each business's needs. Hire a business to do customer relationship management services. Businesses mainly focus on taking care of current customers but do not focus on finding and cooperating with new customers. Some units that lack professionalism in providing CRM software often minimize their costs by using foreign open source code, leading to it not meeting the requirements of specific business conditions in Vietnam. . Therefore, legal aspects (security,

intellectual property...) and ethical issues need to be considered by domestic suppliers during implementation. Therefore, we need to overcome the weaknesses of the CRM system to make stores at Ministop, FamilyMart, CoopSmile more convenient and easier to grasp: The software is quick to install, simple and easy to use. . Always ready to support customers throughout the time of using the software. Organize training sessions for employees to ensure everyone can use the software fluently. Design software based on the needs of each different audience to provide the most perfect solution for each business.

5. Conclusions and recommendations

*** Conclusions**

Integration and development are common trends of economies around the world. The integration process gives businesses many opportunities to develop, but at the same time it also brings many challenges. If they cannot overcome them, they will lose their foothold in the market. The consumer goods business is no exception, however business methods are increasingly rich and diverse, to meet the increasing and modern shopping needs of consumers, a series of supermarkets, Shopping centers, large commercial areas, markets, convenience stores, grocery stores, even street vendors, everything is under intense competitive pressure. Therefore, to stand firm in the market, Ministop, FamilyMart, and CoopSmile are required to constantly innovate to improve service quality.

The process of researching and completing the project has helped our team come up with a number of measures to maintain customer satisfaction for Ministop, FamilyMart, and CoopSmile convenience stores. Measures and recommendations revolve around the issues of effective use of capital, improving the quality of human resources, effectively applying technology to the management and distribution of goods, and building good relationships with customers. supplier. One of the issues that plays an important role and needs to be improved first is customer care and effective customer care. Management helps businesses establish good relationships with customers and improve competitiveness. To perform well in customer care and create a competitive advantage over competitors, in the coming time, Ministop, FamilyMart, and CoopSmile need to promote their strengths and overcome existing shortcomings. This helps retain loyal customers and attract more potential customers, bringing economic efficiency in business activities. Maintaining good relationships and keeping customers engaged is important for customer acquisition and repeat purchases, which are at the heart of CRM functions. Besides, to maintain consumer satisfaction, Ministop, FamilyMart, CoopSmile must focus on improving the quality of goods, reasonable prices, clean and beautiful display of goods and maintaining the business motto. Business is convenience. In addition, security is also an equally important factor because business takes place continuously day and night, there are too many robberies and many other social evils.

That's why, with the topic: "Maintaining customer satisfaction at Ministop, FamilyMart, CoopSmile", we want to maintain customer satisfaction with service to develop stronger convenience stores. but still retains the traditional business and trading culture of Vietnamese people.

* Recommendations

The management board of Ministop, FamilyMart, and CoopSmile need to objectively evaluate the service attitude of store employees. On that basis, draw out the limitations of employees in the process of serving customers, creating favorable conditions for applying solutions to improve the quality of service attitude of employees, thereby maintaining customer's satisfaction.

Strictly control the quality of goods with input and output inspection systems for products as well as during the preservation process, when goods reach consumers, they receive quality goods.

Focus on promoting marketing and customer care. Convenience stores Ministop, FamilyMart, and CoopSmile should set up professional marketing and customer care departments to promote the store's image in the minds of customers and maintain their satisfaction.

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