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Planning and organizing customer care activities at Tue Duc Kindergarten

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Abstract

In recent years, the preschool level is receiving special attention from the education sector. With economic development as well as social awareness, people have more conditions to take care of children and recognize the importance of preschool education for children's future. To survive and develop in today's competitive conditions, schools must take many measures such as: marketing and promoting schools, improving the quality of teachers and staff, and tuition policies, design the most optimal distribution channel. And one of the extremely important measures that cannot be overlooked is customer care. Customer care plays a very important role in a marketing strategy targeting customers. To consumers. Strengthening the improvement of management and customer care is an urgent task, helping businesses overcome weaknesses in the implementation process, enhance their reputation and brand, and avoid losing a large number of customers. Big customers. Therefore, how to organize customer care activities at the Tue Duc preschool system is an issue we need to learn and improve in the current context.

Keywords: customer care, Tue Duc kindergarten

1. Introduction

In today's market economy, the competition between units is becoming increasingly stronger, as science, technology and technology are increasingly developed and are no longer the difference between units, the factor of care is becoming increasingly important. Customer care is always top priority.

Customer care is a competitive strategic activity of a business to reach and retain customers both with "brainpower" and emotions. Investing in customer care is not a normal expense, but a long-term, strategic investment, and must be based on the foundation of corporate culture, an issue that also requires investment. and long-term development. It can be said that customers are the key for each business in general and school in particular to survive and develop. Faced with many choices, customers will choose the school that brings them the most benefits and satisfies their needs the most. Customers are the ones who create the market, bring profits to the business and are the biggest asset of the business. Doing good customer care not only helps businesses maintain current customers, create loyal customers, but also attract potential customers.

For that reason, customer care is becoming more and more important and is a great competitive weapon for businesses in today's fierce economic conditions. Building a customer care system to maintain and develop sustainable relationships with existing customer groups as well as potential customers thereby best satisfying the needs of each customer group. It is very important to have your own loyal customers. Below we will learn about the customer care organization of Tue Duc Kindergarten today.

2. Theoretical basis

Tue Duc school system applies an educational model combining Science and Education, focusing on building Personality and practicing Skills, as a foundation for children to develop comprehensively.

Established in 2013, after 6 years of formation and development, Tue Duc School System has 14 facilities including Preschool, Primary, Secondary, and High School levels with nearly 3,000 students in all districts in the HCMC and preparing to welcome many new facilities into operation in the new school year 2020 - 2021 in Districts 2, 12, Tan Binh and Binh Chanh District.

***Organizational activities**

It is the first school in Vietnam to apply the Montessori method based on Eastern Taoism to train children's moral character, knowledge and skills.

In parallel with the standard content of the national curriculum, the school has flexibly designed creative teaching forms, especially Montessori practices applied to help children form and perfect their knowledge foundation as well as essential life skills. This is a solid starting point for children's journey of learning to be human at the next levels. This unique model is the result of many years of construction by a team of experts in search of an effective method of character education for Vietnamese children.

Bilingual Montessori : Montessori classrooms become more lively with two languages used simultaneously, Vietnamese and English, helping children develop maximally during the language sensitive period.

English is learned most naturally through daily activities, during school hours, playtime and field trips. This is the first step for children to be able to integrate into the world, become global citizens and contribute to creating a world of peace and happiness.

Tue Duc Kindergarten (Pathway School) applies the Montessori Method on the basis of Eastern Taoism: A harmonious combination with the core Eastern values of Ethics - Intelligence - Fortitude helps children not only develop senses, perception, observation but also maintaining Vietnamese ethics, culture and traditions, distinguishing right - wrong, should - should not, thereby forming a kind of discipline and willpower from within. In addition, children will also learn an experiential English program with many interesting lessons, their vocabulary will be improved through stories and songs. Learning through experience will help your child never feel bored.

Tue Duc Kindergarten (Pathway School) always understands that each child's soul is a pristine land with good seeds of love, respect, and sympathy. Seeing and understanding each child's abilities, the school helps each child move towards independence, the responsibility to take care of themselves and their surroundings. The first years of your baby's life will determine his or her future success, so children need to be themselves and develop as they wish.

Possessing a team of experienced Preschool Teachers and trained in the Montessori educational method, emotional management program, participating in ethics training courses, mindfulness practice and other courses. Skills training... **Tue Duc Kindergarten (Pathway School)** is confident that it will bring children the most useful and interesting lessons.

When talking about **Tue Duc Kindergarten (Pathway School)**, what cannot be ignored is the child's nutritional regimen. Children will have nutritious, energy-rich meals. The teachers will also train children in scientific living habits of eating and sleeping on time. With good discipline at school, your child will be able to take care of himself and those around him.

Tue Duc Kindergarten (Pathway School) is one of the schools with well-invested facilities. The school has a large area, with an indoor playground and an outdoor playground, which will help children have lots of space for fun activities throughout the day. The school also has a system of built and reinforced classrooms, fully equipped with teaching and learning materials for children according to international standards. Your child will have the most fun and comfortable lessons.

***Customer care activities**

Love and respect : Children live in a loving, understanding environment of adults. Understanding love is not pampering or indulgence, it is love coupled with respect. Respect the individual child and respect the child's natural development to create happy childhood experiences. When children grow up, they will become messengers bringing love and peace to their families and society; Bring goodness to help people and life. Adults who respect children are sowing good seeds for children to respect everyone, which helps children maximize their social communication skills in the future.

Freedom in responsibility : Children are free to explore the surrounding environment, things that are normal to adults but extremely interesting in the eyes of children such as insects, rain puddles, dew drops on leaves, pine trees, Cars, vegetable gardens... These are very basic activities for children to feel life and this world deeply. Children can do what they like with a great sense of responsibility, not affecting others and the surrounding environment. This method gives children freedom in addition to a sense of responsibility when living with people around them.

Strong independent spirit : The Montessori method places great emphasis on developing children's independence. Adults always create conditions, work together, and guide slowly and in detail until children can do things according to their own abilities, such as washing dishes, washing fruit, wiping tables, washing towels, or begging for help. It's your fault, solve your problem yourself...

When children are independent and can do everything themselves, they will not easily falter in the face of any difficulties in the future. That is the quality of a successful person.

Peaceful, happy classroom : Montessori environment is always gentle, warm and harmonious in colors. The connection with nature, light and wind helps children develop mentally and physically.

Classroom lessons also have many activities to help children become calmer and more peaceful. From her gentle words and actions, the awakening bell to inhale and exhale, to singing meditation songs, feeling the surrounding objects... all nurture happiness within each child.

***Methods of education**

Children are the center: Children learn about problems using their own abilities, during the process of discovery. The teacher does not intervene but only creates an operating environment, this helps children be CONFIDENT that they can do it. Children are FREE to choose the toys they like, in the spirit of RESPECT for the group and those around them.

Japanese Discipline : Loving but not pampering, gentle but determined are the outstanding features of the Japanese educational method to help children be independent, orderly according to 5S, disciplined without slackness, and courageous. and be patient, polite, and loving to everyone.

Strengthening Skills : Life skills integrating the 3 roots of Ethics - Intelligence - Fortitude are taught through daily living routines. Children have early access to lessons on life skills, survival skills, practicing good habits, awakening talents and passions such as music, painting, swimming, Tue Duc Harmony...

***Class**

Kindergarten (18 months - 3 years old): This is a difficult time for children when they leave their parents for the first

time, so the School focuses on creating a loving environment for children to develop confidently.

Preschool (3 - 5 years old): The standard program of the Ministry of Education and the Montessori program help children become independent, creative and mature.

3. Research methods

The main methods used in the thesis include: document analysis methods such as:

Qualitative methods find the basic ideological content of documents, find issues related to the research topic and identify problems that need to be solved. Used in analyzing culture and behavior of people or a group of people. This method uses strategies such as narrative, ethnography, and case studies. Documents, articles, interviews, focus groups, observations or scientific journals related to the issue "Customer care activities at Tue Duc international preschool", because they are data secondary, so there are a lot of related documents. Therefore, we need to filter to get the most accurate documents for the problem.

Quantitative method, phenomena are explained by the collection of numerical data and analyzed by mathematical methods. Quantitative techniques (tools) include: Surveys or questionnaires, observations, data screening, experiments... Quantitative methods "find ways to group signs and find cause and effect in the target group", based on documents and research sources of qualitative methods so that we can highlight the important roles in good customer care and answer the questions why customer care services Unsatisfactory products and failures seriously affect the school.

Secondary data collection method, this method is based on available sources of documents, not collected or published by me, so it is easy to collect, less time-consuming and money-consuming in the collection process, but is This type of document is important in research, so when applying this method, specificity is required, which means it must be clear, consistent with research objectives, accurate in data, and topical.

And combine additional methods using primary data, such as sampling, samples are sent to those who send their children to Tue Duc kindergarten to conduct sampling and survey the satisfactory customer care situation. request or not. Or nowadays, when the internet is very developed, we can use online survey methods to collect as much information as quickly and cost-effectively as possible on the issue of "customer care activities at international preschools." Tue Duc".

Compare and contrast method to find the most accurate documents on the research problem as well as reliable sources of information from the internet. Compare and contrast different customer care organization services among international preschools to see more clearly the role of customer care. From there, solutions are proposed to help the school achieve better quality and success in customer care. Because when Tue Duc kindergarten meets the requirements for customer care quality, many parents will be interested in the school and want their children to study and be cared for there. Encourage other schools to make the same efforts and increasingly improve quality.

Non-experimental research methods to collect data are based on observing things and phenomena from which to draw rules. There are several forms such as: interviews, questionnaire surveys, expert opinions, etc.

4. Research results

A business that wants to survive and develop in today's competitive market needs to pay attention to customer feelings and customer satisfaction, so the customer care process is a necessary activity..

According to a report, 84% of businesses that invest in customer care development increase revenue. Therefore, in today's increasingly fiercely competitive market, in addition to good products, service is an extremely important factor to help you attract more loyal customers. It is a key factor in business activities. of a successful business, to satisfy customer needs. In a competitive market, pursuing a new business may sound appealing. However, to increase revenue and profits in your business, the best way is to focus on retaining customers and building customer loyalty.

Loyal customers come back again and again, they also promote your business through word of mouth. By building a loyal customer base, you can reduce the costs of finding new customers and improve your business's profits. A good customer care service can turn customers into "ambassadors" for your business. They will use the service and provide valuable feedback to improve product quality.

Customers will spend money when they truly believe your product or service meets their needs. Once customer service staff understand the psychology of customers, it will be easier to convince them.

You have spent a lot of money to reach a new customer, so why not turn them into your loyal customers. Paying attention to customers before and after using the product will give them a perfect experience with your product or service. From there, customers help spread your product or service to more new customers. Good customer care will be an important factor in building your business's competitive advantage over your competitors.

Answering customer concerns - The main responsibility of a customer service employee is to answer all of the simple, common problems that customers often encounter. Customer care service provides dedicated support, responding quickly to all problems customers encounter. Customer service serves as the front line for solving customer problems. Most customer questions sent to this department need to be resolved quickly and understandably. Customer care services are very suitable for applying the Petro rule, or 80/20. This rule says that 20% of the work produces 80% of the results. Again, 80% of the work produces 20% of the results. The customer service department will eliminate minor customer concerns, before those issues are escalated to higher departments.

Developing a FAQ system - Because the customer service department deals with common customer questions, they can easily create a statistical table of frequently asked questions (FAQ). Frequently asked questions (FAQ) panels are essential to answer simple questions and allow customers to get answers quickly without needing to contact support. Especially for customers who like to do things themselves, a FAQ gives them the feeling of independence they want.

Customer service staff can rely on customers' simple, everyday concerns, especially questions that need quick answers, to create a frequently asked questions list. Customer support staff plays a role. important role in the company. They are responsible for identifying and approaching potential customers to provide proactive support, thereby increasing interaction between customers and businesses.

You should not make customers wait too long to connect with

the company. Make sure they know how long it will take to connect. The agent should call back in the customer in case the customer is not connected yet. Consider also chatting online with customers.

The best way to build a professional customer care process is to proactively start conversations and text messages with potential customers. This gives customers the opportunity to quickly access the business's support department. Proactive contact increases customer satisfaction and allows the company to demonstrate care and concern for customer needs.

Collect customer feedback. Businesses often assign a separate department to collect feedback from customers, but this is a time-consuming and expensive job. Take advantage of the company's customer service staff to collect feedback and at the same time. Resolve customer complaints. As long as customers know that their feedback is being listened to and resolved, even if they are angry, customers will still appreciate the company's efforts to solve the problem they encounter.

Attract customers. Customers are the key to business success in today's highly competitive market, and one of the ways to help your business attract more customers is through customer service. When a customer is satisfied with their requirements, they speak well about your business to many others and the same thing happens if your business does not satisfy customers' requirements, they will also give bad feedback about your business. Your career to the people they know. That means that when customer service is good and makes customers satisfied, that service will promote the number of customers to increase exponentially.

5. Discussion of research issues

Customer care is an art to retain potential customers, making them like and regularly use the products your business provides. Not only that, one day new customers will know your business through the dedicated and professional customer service that your business provides. Customer care is a decisive factor for business success. Every connection between a customer and a business is an opportunity to increase the number of potential customers and sell more products, earning more profits. From phone calls. From simplicity and speed in handling complaints to dedication and thoughtfulness, all affect the customer's perception of the business, so building a standard process is extremely important.

In addition to buying goods and using the company's services, customers also act as information disseminators, each customer is a propagandist about the business's services at all times. Assuming customers propagate good information about the business, the customer's role is even more important than that of the salesperson. On the contrary, customers can also act as competitors of the business. In case the customer transmits bad information about the business, it takes a very long time and takes a lot of effort to gain trust. believe.

6. Conclusion and recommendations

*Conclusion

Preschool education is the root of our country's education system today. As education is increasingly developing, we also need to research more new learning methods to help children become more and more perfect. International integration is an issue worth considering to include in education, to absorb new things, and to orient children from

an early age. Good and useful methods need to be made clear to parents so they can realize what is good for their children. In recent years, Tue Duc School has been one of the inter-level school systems that many parents highly appreciate and choose to send gold. The combination of teaching knowledge and fostering morality has created a difference in the educational style at school. The beauty at Viet Duc is that it does not apply the Montessori method mechanically, but has research and creativity when combining this method with core values of the East. Therefore, children can comprehensively develop their senses, cognitive abilities, observational skills, moral values, and traditional Vietnamese culture. The strength of Tue Duc school is its rich curriculum, focusing on independence, promoting students' energy and skills. Besides, students are given favorable conditions to develop their English language skills quite well. The school's curriculum teaches cultural subjects such as math, Vietnamese... according to the standards of the Ministry of Education.

*Recommendation

In order for parents to clearly see the benefits of sending their children to school, they should also promote marketing strategies, invest well in facilities, and come up with effective teaching methods to help children easily absorb and learn. growing day by day.

The teaching staff in the school must be well-trained in professional expertise, ethical and dedicated to their profession. For parents, a preschool with poor teaching quality and teachers who do not love and care for children also means that the school is not trustworthy.

Applying online marketing methods will make your enrollment process much easier. Although online advertising is a highly beneficial solution in attracting children, many preschools are ignoring investment in this potential market. Always keep in touch and updated with parents using interactive software between school and parents. Staying in touch with parents will help them feel more secure about leaving their children with you every day, and they will be more likely to refer their friends to you.

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