



Organizing customer care activities at Kindy City International Preschool

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Abstract

Kindy City is one of the international preschools in Ho Chi Minh City . Although it has only been established for 5 years, Kindy City International Preschool has already gained a solid foothold in the hearts of many parents. This success is thanks to the comprehensive curriculum that helps children develop both talent and personality along with quite reasonable tuition fees at Kindy City. The curriculum at Kindy City International Kindergarten is a combination of educational methods according to American and Vietnamese curriculum, specifically for children from 2 - 5 years old. Not only does the school impart knowledge, but it also teaches how to be human, fostering children to become talented and virtuous global citizens..

Keywords: customer care, preschool, Kindy City.

1. Introduction to the research problem

Among hundreds of international schools, Kindy Kindergarten still wins the hearts of many parents. Kindy City Kindergarten is considered a comfortable learning environment, creating a solid foundation for children to enter life and prepare for the next levels of education. If the family is considered the starting place of the enlightenment process, Kindy City Kindergarten will coordinate and synergize for the goal of comprehensive and maximum development for each child.

Kindy International City Kindergarten is aiming to become a standard preschool system, with the best quality of education, meeting the needs of today's society. Most children attending school are taught to have nice behavior with everyone and to understand others.

The school chooses to educate children with a motto based on respect so that children can develop comprehensively in accordance with social standards. The school always focuses on developing children's personality, always trying to bring the most positive factors to children, guiding children to preserve and respect beauty, understand the value of those around them and themselves. me.

Learning environment beyond the traditional framework: The attraction of Kindy City Kindergarten also lies in its active learning environment, not confined to the classroom space but expanding outdoor activities, extracurricular outside. Therefore, parents can rest assured that their children can fully develop both physically and mentally.

only that, Kindy City Kindergarten has the outstanding advantages of an international kindergarten with each classroom equipped with modern teaching equipment including computers, LCD projectors, Airy sleeping and resting facilities and function rooms for Music, Drama - Documentation room for children's skill subjects.

In addition, parents can use learning software on tablets and a list of supplementary books provided by the school to help their children consolidate knowledge learned at home.

Kindy City Kindergarten is in the top 10 most prestigious and best international preschools in the city. Ho Chi Minh City, so parents and customers can rest assured to send their children's cards without worrying about anything. Some feedback from parents when experiencing their children's environment and changes.

2. Theoretical basis

Children today, tomorrow the world. The preschool education industry is increasingly asserting its importance and position in

the national education system, receiving the attention of the Party and State in particular and parents in general in investing in and taking care of education. education for children. Research on preschool education and organization of child care activities, enhance management skills and enhance management capacity of preschools in general and KINDY CITY schools in particular.

Everyone knows that preschool is the first level of education, a foundation that helps children move steadily in the next levels of education and throughout their lives. The outstanding feature at this stage is that children often learn through play and play activities play a role in connecting and cultivating their cognitive abilities and understanding. In this context, the family - where children often begin the process of enlightenment, and the school - including parenting teachers and related service personnel, must coordinate and synergize for one goal. In general, that is, for the COMPREHENSIVE GROWTH, MAXIMUM DEVELOPMENT OF EACH CHILD, according to the motto: YOUR CHILDREN, OUR OBJECTS OF CARE.

During the next 5 years of operation, KINDY CITY will constantly strive to become a chain of preschool systems with perfect and standard parenting quality, meeting the increasing needs and expectations of the masses. parents inside and outside the city, is the first choice for parents with children of preschool age. Providing a safe, friendly learning and development environment that respects the differences of children aged 2-5 years old, so that they become eager to learn, know how to learn and behave properly. Children will be raised to not only become confident entering Grade ONE at national or international elementary schools but also to succeed in the next levels of education and throughout their lives.

Childhood is the time when children begin to acquire knowledge and form their personality. Therefore, at this age, children need to be nurtured with activities aimed at first forming the habit of being eager to learn and good manners. More importantly, children must learn how to learn to gradually become independent, confident and have a sense of responsibility for themselves and those close to them. Children learn best if they live and learn in a loving and caring environment. Children naturally form life values through the affection they receive from adults. Classroom learning activities, therefore, need to be organized as a supportive sub-community for children to spontaneously interact with each other and with teachers. Social-emotional competence is a factor in academic success. Social competence is the ability to create positive relationships such as sharing, cooperating, comforting and helping others. Research by the National Research Council and Institute of Medicine of the United States shows that when social skills are developed, children will know how to self-regulate their behavior. regulating), knowing how to be independent, controlling emotions (self-controlling) and starting to develop initiative in learning. Therefore, the school considers the role of teachers as one of the role models, directly forming and cultivating this capacity. Play activities must be designed to be directed and purposeful in complementing learning.

According to Swiss psychologist Jean Piaget, play is a great ride to take children on a journey to develop logical thinking, observation skills, comparison, classification, arrangement and selection. When play is directed and purposeful, through the modeling role of teachers or peers, children practice and

improve both learning and life skills. The physical environment affects the type and quality of learning. High quality of the physical environment - including learning equipment and tools - is not only proportional to learning effectiveness but also makes children feel close to reality. that I am having fun with the space where the children are studying; and more importantly, contribute to forming the personality, identity or personal image that children want to become (Becoming. To provide a safe, friendly and effective environment for learning and development Children's personalities, teachers, service personnel and students throughout the school commit to becoming positive and responsible factors, always demonstrating and upholding the following values and standards:

- Honesty : act correctly and have an attitude of honoring what you do.
- Respect : respect and preserve the dignity of yourself, others and the surrounding environment.
- Empathy: seek to understand, appreciating the emotions and behaviors of others.
- Cooperation: working together, acting for the most common purpose and goal.
- Optimism : always having a positive attitude and hoping for the future. better.

Unlike traditional learning, classes at KINDY CITY are not confined to the classroom space, but also expand outdoors, outside the school. Each classroom is fully equipped with teaching support equipment such as computers, LCD projectors, and safe, airy, and clean sleeping and resting facilities.

The learning space also extends to the Music, Drama and Documentation rooms, where students can use equipment for skill training such as personal computers, iPads and SmartBoards. etc...

In addition, the school provides learning software installed on IPAD for children as well as a list of supplementary books so parents can consolidate knowledge with their children at home.

Care Process

The motto "Children come first" is demonstrated through compliance with management, supervision, and control processes of raising and care activities, and risk control processes prescribed by management levels.

Child care is strictly regulated, ensuring maximum safety and constantly paying attention to the health of all children - from the assignment to shifts, to the handover in supervision, all are guaranteed by teachers and staff. model and managers at all levels seriously implement it.

Health Care

At KINDY CITY, children receive regular health checks and dental health care from reputable international medical partners in the city.

Children are regularly monitored for growth in height, weight and health weekly, thereby creating a personal medical record for each child.

School meals are provided by THE CATERERS School Food Company - a reputable meal supplier, currently providing meals for most international schools in the city. Ho Chi Minh. Students' diet and nutrition are carried out in accordance with the requirements of Health and Food Hygiene and Food Safety of the District and City, and are also subject to the

supervision and inspection of these agencies.

School teachers guide and observe students during mealtimes, not only to guide proper and polite eating styles but also to help them understand basic nutritional issues, Have healthy living and eating habits and balanced development from an early age.

In the article by Dr. Robert. G.mayer emphasized "why it is necessary to invest in child care and development programs from an early age, considering this as part of the basic strategy, as a solid foundation. Before a child enters elementary school, it is necessary to give him a foundation. Preschool education is a part of the national education system. Preschool education management aims to create favorable conditions for educational institutions to well implement educational goals and tasks. KINDY CITY Kindergarten is a basic unit of the preschool education industry established according to a private and public model according to international standards.

Nurturing children is one of the school's main tasks such as:
Ensure dietary energy, balanced ratio of nutrients, and diversity of foods

Diversify the preparation of dishes appropriate to children's age and season

Reasonable and clear in food revenue and expenditure, timely updates and adjustments + ensuring food hygiene

There are sufficient facilities and equipment to serve the care of children

The attendance rate of children is high, reducing the rate of malnourished, obese and sick children

Improving the quality of child care and nurturing is a job to improve children's health and create conditions for children to develop well physically and intellectually in the future.

3. Research methods

The main methods used in the thesis include: document analysis methods such as: qualitative methods to find the basic ideological content of the document, find issues related to the topic. Research and identify problems that need to be solved. Documents, articles, interviews or actual reports, videos related to the issue of "organizing customer activities at Kindy City international preschool", because they are secondary data, there are many documents. related, so we need to filter to get the most accurate documents for the problem. And the quantitative method "finds ways to group signs and find cause and effect in groups of subjects", based on the documents and research sources of the qualitative method so that we can highlight the important roles. The importance of caring, customer-orientation, and answering the question of why those Kindy international preschool systems attract such a large number of customers as they do now, and have a solid foothold in the industry. many parents' hearts even though it has only been established for 6 years. Secondary data collection method, this method is based on available documentary sources, so when applying this method, it requires specificity, meaning it must be clear, consistent with research goals, and accurate. of data and topicality. And the comparison and contrast method to find the most accurate documents on the research problem as well as reliable sources of information from the internet.

In addition, there are methods such as comparing the organization of care activities, workshops for parents and children and creating the most favorable environment possible for customers, comparing learning programs (development programs). comprehensive) with similar

school systems, compare the teaching content and unique teaching methods of Kindy City compared to rival schools. Because when Kindy City succeeds in attracting the attention of Parents not only push education in Vietnam to become more and more modern, Vietnamese "preschools" progress faster on the path of international integration in the current industrial era 4.0, creating favorable conditions for Vietnam to move quickly on the path to becoming a developed country in the future.

And combine additional methods of using primary data, such as using surveys to be able to share your experiences with young school systems in the field of education in the host country. Or nowadays when the internet is very developed, we can use the online survey method to collect as much information as quickly and cost-effectively as possible on the issue of "organizing customer activities at Kindy international preschool." City".

4. Research Results

According to the theoretical foundations as well as the content presented above on the organization of customer activities in preschools in general and Kindy City in particular, to apply the analyzed issues to suit the situation. Due to the unique circumstances and characteristics of a business, not every business can do it. In today's technological era, society is increasingly developing, human needs are increasingly high, more and more new services are being born with outstanding quality, jobs that satisfy customer needs in different countries. Business is an issue that businesses pay close attention to, which confirms that the organization of customer activities must continuously develop and continuously improve to keep up with customer needs. We are living in an era where the economy has been continuously developing and there is fierce competition between businesses or business organizations, customers - an already important object - are now becoming more and more important. increasingly plays a key role in the success or failure of a business. Because customers are the ones who directly bring in revenue, profits and pay for all business activities of the enterprise. Customers play an extremely important role, they have a direct impact on a business's revenue and they are also the foundation for a business to continue to exist in the market. Organizing customer activities plays an extremely important role in managing, adjusting and organizing customer care activities. If a business wants to survive and develop long-term in the market, the first thing any business must have is to organize existing customer activities. If a business wants to grow strongly and have a position in the marketplace, it must implement policies, activities and improve product/service quality to satisfy the desires and requirements of customers. Because customers play an extremely important role, they hold the survival of a business. Organizing customer activities to meet all needs and satisfy customers, helps businesses gain more advantages, so businesses need to implement reasonable and responsible policies to enhance standard values. Ink: honesty, respect, sympathy, optimism, etc.

The way each business organizes its customers is always different, but they all aim at the same goal, which is to serve and meet customer needs. The organization of customer activities of a business depends on the following factors: Factors: cultural, social, personal, psychological,...organizing guest activities Customers play

the role of the front line in solving customer problems, organizing customer activities is an art to retain potential customers, make customers like and regularly use the products that the business offers. your offer. Not only that, one day new customers will know the business through the dedicated and professional customer care and organization services that the business brings. To better organize customer activities, Kindy City kindergarten needs:

The work of perfecting the organizational structure of customer care activities must be carried out in parallel with the work of propaganda and education, raising business awareness and professional qualifications of employees. Appreciate the issue of recruitment, training, retraining, and encouragement of further study. Perfection classes on business in general and customer care in particular. Especially in today's competitive environment, to increase competitiveness and increase competitive advantage, it is necessary to ensure a competent workforce. Human factors, awareness, and quality of staff are very important to the organization of customer activities. Customer care is no longer the sole responsibility of a certain department but must become the consciousness of all levels of employees. Particularly for those dealing directly with customers, it needs to be further improved.

Improving the quality of customer service is following the motto "Customer-oriented", Kindy City Kindergarten needs to improve its service style to better meet customer needs to bring A safe, friendly and effective environment for children's learning and personality development

"YOUR CHILDREN, OUR CAREER" is always the motto of Kindy City Kindergarten. The organization of customer activities has contributed in no small part to the business results of Kindy City Preschool. school.

Currently, in the context of increasingly fierce market competition, organizing customer activities and finding feasible measures to promote business customer care is a very practical and effective job. meaning.

Thus, in order to organize customer operations effectively, businesses need to effectively coordinate customer care departments to come up with reasonable solutions to solve problems as well as create trust for customers. departments must link and work together scientifically to promote good organization of customer activities.

5. Discussion of research results

Currently, the diversity in customer service needs has created great opportunities to contribute to the development of businesses, making businesses stronger, however, more and more businesses compete for customers. Customers have more and more choices of products and services provided by many businesses, so customers also set increasingly stricter evaluation standards requirements. Have the best options for yourself. Contribute to promoting long-term relationships between customers and businesses, helping customers understand better, receive more attentive service, and feel excited about very small things. In this competition, businesses that understand and understand customer psychology and satisfy customers more will have an advantage. Through the research results, we can see that the level of customer satisfaction with Cindy City preschool has left many marks as well as customer trust, which needs to be maintained and further developed, by any company. Any business that is established and wants to grow must have a plan to maintain and improve customer satisfaction and

loyalty, develop a loyal customer system, find more potential customers, and improve customer satisfaction. customer satisfaction and loyalty. When a business has searched and selected suitable customers, that company will build the most loyal customer base and the business's sales will also increase.

The achievements of building the brand reputation of each business organization in general and Cindy City kindergarten in particular, if they constantly continue to innovate and develop, will not be able to keep up with current trends, to ensure The strictness in customer service and maintaining customer satisfaction requires businesses to understand and always change, find new things to suit customers and keep customers from getting bored. Bored with your services. So to maintain satisfaction and retain its customers, what must Cindy City kindergarten do? And competing with other competitors to retain customers requires businesses to have appropriate strategies and policies to compete healthily and retain customer loyalty. So, to be a good educational environment and the top priority of parents, Cindy City kindergarten must always innovate and improve in all matters of program, learning environment and care. students, improve and enhance the qualifications and attitudes of teachers to bring the best satisfaction to their customers. Customer satisfaction plays an important role and influence on the strategic development goals of Cindy City preschool. Build reputation and retain long-term customers. Customer satisfaction is an important asset in efforts to improve educational quality, maintain loyalty and enhance school competitiveness. Satisfied customers are an important factor in maintaining long-term business success and maintaining a strong position in the market.

6. Conclusions and recommendations

In the era of industrialization and modernization associated with the knowledge economy and international integration, the need for comprehensive development is increasing, leading to the birth of customer service organizations. Particularly mentioned here is the customer activity organization at Kindy City international preschool. Children today are of great concern to society, because they are preschoolers and future talents, so they need to be trained to become independent, confident and have a sense of responsibility for themselves and themselves. as close people. From the foundation such as carefully trained quality preschool classes, they can later reach further in the future as the saying: "Today's children, tomorrow's world" has partly affirmed the importance of importance of the customer operations organization.

To organize customer activities effectively, the Kindy City international preschool wall needs:

Understand the psychology and thoughts of children and parents. Satisfying those two things will help you find a solution and develop in the future.

It is necessary to promote customer care such as paying attention and asking about children through their perspective, then planning and giving the best direction to communicate to make children interested in learning. In addition, businesses must continuously ask customers, parents, to contribute their opinions on the teaching, learning, and acquisition of children as well as instructors to promptly make modifications.

At the same time, it is necessary to come up with reasonable measures to resolve difficulties in order to build the trust and

confidence of customers who are parents.

Besides that, the human factor, awareness, and quality of the staff are very important to the organization of customer activities. Teacher. Teachers are enthusiastic about their profession, open, and dedicated to caring and helping children, which is also the motivation for children to try to study and go to school happily.

Educational methods have practical applications, always focusing on developing children's comprehensive personality, creating the best conditions for children to explore, discover and develop their own abilities from an early age. Create a comfortable environment for children, always in the mindset of learning while playing, playing while learning.

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