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## The customer care activities at Kinder Garden Montessori international preschool

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### Abstract

Reality shows that customer care is quite popular in the world but is still new in Vietnam, businesses are still not aware and focused on the importance of customer care. Therefore, we conducted research on the customer care organization at Kindy Garden Montessori so that we could find out the strengths and weaknesses of this customer care organization to promote and exploit its strengths. And as well as maintaining sustainable relationships between current customer groups as well as potential customer groups, thereby also best meeting customer needs, increasing value for customers and colleagues. Time to increase profit value for Kindy Garden Montessori International Preschool.

**Keywords:** customer care, customer relationship management, Kindy Garden Montessori

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### 1. Introduction

The customer base is always an extremely important factor for economic activities. Customers are not only those who buy products and services, use services, and enjoy products, but the customer force is also a source of income for businesses in all fields, one of the factors constitutes the success or failure of a business. As the key force available in nature, able to think, act, think logically, and emotionally, customers are the factors that create breakthroughs and can make a business grow thanks to ability to buy and use the business's products and services, but it can also be the opposite if customers feel that the products or services do not meet their needs. According to the Ministry of Industry and Trade of Vietnam in 2021, due to the epidemic problem, customers' purchasing power and consumption trends have changed to match current reality. That has also had a lot of impact on businesses. From changing consumption trends, businesses have also made changes in their business models to suit modern consumption trends. In particular, customers are an extremely important factor affecting the growth and socio-economic development of a country, influencing the decision to exploit, use, protect and regenerate products. need to use other products. In the trend of developing a market economy, globalization and expanding international exchanges, high-quality customers increasingly play a decisive role.

Our country is in the process of industrialization and modernization, developing in the direction of opening up to international integration. The number of customers is increasingly expanding, towards integration. Expanding into many industries such as education, business, restaurants, hotels, etc. A typical example that can be mentioned is the education industry, customers are divided into two groups: parent customer group and customer group. student customers. Customer care becomes extremely difficult, compared to other professions, the customers who need to be cared for are mainly children who need to receive education and care. Especially for Kindy Garden Montessori international preschool, organizing customer care activities is especially important, not only targeting care based on age and gender, but also based on many factors. other separate. Kindy Garden Montessori International Kindergarten possesses many important elements to be able to serve the educational needs of children attending school, meeting the comprehensive development of children. One of the departments that makes the name and quality of Kindy Garden Montessori international preschool is the customer care department. Putting the interests of customers, children and parents, first, the customer care department of Kindy Garden Montessori international preschool has brought customers a deep sense of care and understanding. class in work, as well as quality in training. With the career of taking

care of children and raising children, the school always puts its mind first, helping to motivate parents to go to work with peace of mind, always understanding, caring, and paying attention to their customers, students, students and parents. Below we will learn about how to organize customer care activities of Kindy Garden Montessori international preschool today, and come up with directions to promote exploitation and development. Developing ways to organize customer care at Kindy Garden Montessori international preschool.

## 2. Theoretical basis

### 2.1. Customer overview

#### 2.1.1. What is a customer?

In a market economy, for any business activity, customers always have a very important position, many people call customers God. No business can operate without customers. They are the ones who bring in revenue, profits and pay for all activities in the business. Therefore, if business operations are to be successful and develop, businesses must always put customers at the center, always understand and act based on customer needs.

Customer is simply understood as the individual or organization that the business is marketing towards. They are the ones who make decisions to buy goods or services from companies or businesses. Accordingly, customers are the ones who enjoy the characteristics and quality of products and services. According to the father of management - Peter F Drucker (1954) defined "Customers are a collection of individuals, groups of people, businesses... who need to use products and services and wish to satisfy their needs." that request."

#### 2.1.2. Customer classification

Each business will have different customers. To best meet the needs of all customers, businesses need to classify customers to have policies suitable for each target group. Customers are divided into two groups: customers outside the business and internal customers.

Customers outside the business are a group of customers who are not related or connected to the business, but through research, they come and buy products and services that the business provides. They transact with businesses through many forms: face-to-face meetings, over the phone or online transactions. Customers have the right to choose. If the business's products and services do not satisfy them, they will find another supplier, then the business will suffer losses. Satisfied customers are the source of profits and success for businesses. Customers outside the business can be individuals, businesses, or business people, state agencies, volunteer organizations, etc. This group of customers is a group of potential customers.

Internal customers are parties directly related to the business. They are all officers and employees who are directly working and enjoying benefits from the enterprise. Thus, businesses need to meet the needs of employees, have encouraging and caring policies to promote employee loyalty. From there, employees will have a good working spirit and be able to serve external customers effectively. In addition to employees, this customer group also includes stakeholders, shareholders, etc. Internal customers are the ones who understand the product best, so they are an effective and cost-saving promotion channel. best for your business's brand.

### 2.1.3. Customer role

In an era where the economy has been continuously developing and there is fierce competition between businesses, customers - an already important object - now play an even more pivotal role in determining the success of businesses. success or failure of the business. *Many businesses have affirmed, "The most important asset for our business is our customers." Because customers are the people who directly consume products and services, and are the ones who bring profits to the business. Is the deciding factor for the existence of a business; If there are no customers, goods remain unsold and cannot be sold, resulting in the business going bankrupt. According to Sam Walton - the King of retail in America once asserted: "There is only one boss. That's the customer. Customers can fire anyone in the company, from the president to the employees, simply by spending their money elsewhere." Customers are the "boss" of the business because they are the ones who directly use their money to decide whether or not to buy the business's products and services. Therefore, all profits and revenue of a business come from the money customers spend to buy products or services. Therefore, customers are the ones who pay salaries and participate in all decisions of the business indirectly. They are the ones who determine the improvement of the business through experiencing and providing opinions on used products and services. Customers also act as a free business "employee". Accordingly, one word of sharing or introduction from a customer has a greater impact than a thousand words of advertising from a business. One old customer can bring many new customers to the business. Therefore, when doing business, a business cannot decide for itself what to produce, the design, quality, quantity, price, etc. but must also depend a lot on the needs and tastes of customers. row. From there, businesses decide to invest and build production and business scales to suit their capabilities and meet market needs.*

## 2.2. Overview of customer care activities

### 2.2.1. What is customer care?

Customers are the key to business success. Every connection between customers and businesses is an opportunity to increase the number of potential customers, sell more products and services and earn more profits. To stand firm in today's competitive market, businesses need to pay attention to customer feelings and satisfy customers. From simple things like calls, quickly handling complaints to dedicated, thoughtful inquiries to customers, all affect the customer's perception of the business. Therefore, customer care becomes one of the vital factors and requires a lot of investment in effort and money. Customer care is not simply about selling products and services to customers, but it also requires creating absolute satisfaction for customers with the products and services they have used. Satisfaction with products and services will affect customers' future purchasing decisions. In the most general sense, customer care (or customer service - Customer Care) is everything necessary that a business must do to satisfy the needs and expectations of customers, that is, serve customers. in the way they want to be served and do what is necessary to keep the customers they have.

### 2.2.2. The purpose of customer care activities

The purpose of customer care is to bring satisfaction and trust to customers by serving them the way they want, creating

intimate, long-term relationships and demonstrating the professionalism of a business. Karma. Enterprises perform customer care work aimed at satisfying customers' needs, benefits such as price, quality or accompanying services when using the product. In addition to competing on price and quality, businesses must also pay attention to providing services to customers and doing a good job of customer care to increase loyal customers. A good customer care service is one that attracts customers and gives them the joy and wonderful experiences they have had with the business. This helps increase business efficiency of the enterprise.

### 2.2.3. The role of customer care activities

Customer care activities are an important content in marketing, aiming at satisfying customer needs to achieve business goals (generating revenue, increasing profits, growth goals, etc.). exist in a competitive environment...). Carrying out thoughtful customer care activities, meeting all customer requests and wishes helps make the business's image more beautiful in the eyes of customers. Thus, businesses will increasingly gain market share and stability in the market, contributing to improving their competitive advantage over rival businesses.

Customer care contributes to attracting potential customers. Studies show that a satisfied customer will say good things to others, a dissatisfied customer will say bad things to others or more, because humans tend to complain rather than praise. Word of mouth will have a huge impact. That means when a business does a good job of customer care, making them feel satisfied with both product and service quality, it is also a way to increase the reputation of the business and boost sales. Potential customers exponentially.

Customer care helps businesses maintain current customers and create loyal customers. From the perspective of businesses, retaining old customers is easier to do and much more cost-effective than finding a new customer. When you take good care of your customers and create customer satisfaction and trust, this is also the way to create loyal customers in their next needs and purchases.

Customer care helps businesses reduce business costs. When businesses perform well in customer care, it will obviously help reduce business costs significantly. First of all, there is the cost of finding new customers through advertising, marketing, and customer greeting programs, as well as avoiding the costs of handling and overcoming consequences caused by dissatisfied customers.

Good customer care enhances competitiveness. With the strong development of science and technology, products and services are increasingly diverse and tend to be similar in features, uses, and prices. Competition in price and quality gradually gives way to competition in providing customer service. The business that takes good care of its customers will have more loyal and more stable customers.

Customer care motivates the staff in the business. Good customer care helps businesses grow, people have stable jobs with high income, and many opportunities to develop themselves and their careers.

### 2.2.4. Basic principles, customer care activities

- Customer care needs to be carried out according to the principle of "Sell what customers need".

- Customer care activities include 4 main contents:

Customer management: this is the most important element in customer care activities, an activity that helps businesses

reach the boundary of satisfying each customer individually. Customer care: identify customer groups to devise appropriate policies and bring the best results.

Customer support: consulting instructions on service use, instructions on service registration procedures, new service announcements, answers about service fees, receiving and answering all questions,...

Relationship with customers: civilized, polite, welcoming attitude when interacting with customers, creating friendliness, providing guidance and answers to make customers most satisfied.

- Customer care activities can be divided into the following categories:

Mobile service department: This type of customer service is slow and inconvenient if customers need to go directly to the store. When moving to digital platforms, this type is almost replaced by other forms.

Phone and E-mail support: supported by traditional business. However, many customers expressed dissatisfaction with having to listen to the pre-recorded voice many times and the long waiting time to receive E-mail.

Live chat support: is a combination of traditional and current, very convenient and works the same as phone and E-mail support. However, this type is much faster and has lower investment costs.

Self-service: These days, customers demand fast responses: almost instant, friendly, accurate, etc. Automated service through chatbots, FAQs (frequently asked questions), knowledge base articles, product guides and instructional videos.

Support through communities and forums: communities and forums are channels where "power" is determined by users. The response rate in this type of service is erratic because it depends on the activity level of community members and whether the topic is hot or not.

### 2.2.5. Factors affecting customer care activities

How to know if customers are satisfied with the business or not? Has the business done a good job of customer care? No business is sure that it is really good at customer care, because customers' needs and desires constantly change. Therefore, the following 3 factors are a measure of the level of customer care.

Product factors: The diversity of products offered such as price, quality, after-sales service, etc. has a great impact on consumers' purchasing decisions. Customers often complain about product quality, design, packaging, price, warranty, etc. Convenience factor: Often falls into issues such as delivery method, payment, transaction location, time and flexibility.

Human factor: This is an issue that many customers complain about about the service attitude of staff. Customers will choose to buy products and services from any business where when they arrive, the staff will welcome them warmly, attentively, and thoughtfully.

The above three factors are the pillars of customer satisfaction and are what all customers expect when purchasing products and services from a business. Those factors must be completely reliable. If you want customers to be satisfied with your products and services, businesses need to meet the above three factors well. From there, it helps businesses always stay firmly on their business path.

## 3. Research methods

Research methods are considered the practical theories of the



research, and determine the success of the research. Applying a research method means applying a method to explore the research object. Each topic will have different specific research methods, but these methods will always be closely tied to the content of the research problem.

The main research methods used in the topic include document analysis methods: qualitative methods - methods often used in scientific research projects, through reference to research documents, previous research and theoretical basis to find the core content and ideas of the document. Especially documents that analyze issues closely related to the research topic, thereby finding the most accurate, objective and comprehensive solutions for your topic. Documents, articles, interviews or scientific journals related to the issue: "organizing customer care activities at Kindy Garden Montessori international preschool ". As in the process of accompanying children's families studying at school, the school has had activities to listen to the concerns of families and children about whether things are going well, or the school's concern. Do teachers come to the children regularly and thoughtfully, are there specific instructions for registering children into school, etc. Approach research subjects in the most natural way, ensuring reasonable behavior. All data need to be screened to get the most accurate results because the data are all secondary data.

Quantitative method: collect and analyze information based on data obtained from the market. The aim is to draw conclusions through the use of statistical methods to process data and figures. In addition, it is associated with relying on documents and research sources of qualitative methods so that we can highlight the role of customer care activities and the results of customer care at preschools. International non-profit Kindy Garden Montessori is good... Secondary data collection method, this method is based on available documents, so when applying the method requires specificity, clarity, and appropriateness to the goals research, data accuracy and topicality.

Compare and contrast method to find the most accurate documents on the research problem as well as reliable sources of information from the Internet. There is also a comparison of the results of customer care activities at Kindy Garden Montessori international preschool with other international preschool education facilities in the country to see what the school has done well and not well in care. How are customers compared to the rest of the schools to create a plan to improve the bad things in the future, thereby bringing satisfaction and trust to parents when sending their children to the school? At the same time, it also brings position, reputation and long-term, sustainable development to the school.

The method of using primary data such as surveys obtained through the online survey process is built based on the set of questions given that have the greatest impact on the research problem, which can save money. Get quick and accurate costs and information to help Kindy Garden Montessori international preschool share and experience to improve its customer care better and learn valuable lessons. valuable for other schools to help improve the quality of educational activities in Vietnam as well as internationally.

Method of analyzing and summarizing experience: researching and reviewing the achievements of past practical activities to draw useful conclusions for practice and science. In the article, we have researched and pointed out the results achieved in customer care at Kindy Garden Montessori international preschool and evaluated the positive activities

that need to be proactively applied and promoted and the activities that are lacking. to supplement and eliminate bad activities that affect the school's customer care work. This helps the school become more successful and develop further, with a close connection with its customers.

In the project, a number of additional tools were used to support research methods to help compile and analyze a number of data and figures to obtain accurate results and save time and costs. for the research process.

In summary, the use of a combination of research methods in the project contributes greatly to the success of the project, helping us find a way to solve the "problem of organizing customer care activities at international preschools". Kindy Garden Montessori " in the most objective way.

#### 4. Research Results

It can be said that, thanks to the above measures, in recent years, the teaching staff has had many good changes in awareness, expertise, a high sense of responsibility, and a spirit of collective building. Especially the team that is truly attached to the profession and sees the school and classroom as a home has contributed greatly to building a strong school, making the preschool movement increasingly stable in quantity and quality. Increasingly, there are the following results:

- *For parents :*
  - Parents understand the importance of educating children on etiquette, so they proactively coordinate with teachers to do this job well.
  - Parents paid a lot of attention to their children's speech and transitions. The Parents' Association has donated books and comics to create classroom rituals. Strongly place the trust of customers as parents in the school
- *For schools:*
  - The process of researching information for parents and for teaching children. The school feels more confident in educational activities for children anytime, anywhere
- *For children:*
  - 100% of well-behaved children come to class with her and know how to distinguish between good and naughty children. Knowing how to show polite behavior such as: Knowing how to be polite to elders and teachers. Be grateful and apologize when necessary, know how to respectfully listen to grandparents, parents, be honest and truthful when making mistakes, know how to love and unite with friends and be patient with children, form habits of personal hygiene and community protection. Know how to raise loving plants, know how to preserve and protect public property.

#### Regarding political ideological awareness

100% of teachers have a strong stance and viewpoint, are properly aware of their roles and responsibilities in the school. In the past year, no teacher violated the ethics of teachers and teaching staff. School staff are aware of the importance of learning and training to improve the quality of child care and education.

#### \* Professional qualifications

The school's teaching staff is sufficient in quantity and quality, most teachers are enthusiastic, responsible, love their

job and love children, are always united, cordial, love and care for each other, and have the spirit More steady advancement in expertise. Currently, the team has 100% standard qualifications, more than 87.2% have above standard qualifications. Along with the development of the education and training industry, the school has affirmed its position. In the 2017 - 2018 school year, the school won the title of Outstanding Advanced Labor Collective at the City level. The quality of teaching and learning for teachers and children is good.

From a new approach to the concept of "quality of Early Childhood Education", we have surveyed the current quality of Early Childhood Education in Vietnam in a number of aspects, including the program and the organization of implementation of the Early Childhood Education program, the results of results of early childhood education for nearly 10 years of implementing the program to date, quality of early childhood education teachers and factors affecting the quality of early childhood education. From there, propose some solutions on the management of implementing the Early Childhood Education program, building a team of teachers and managers, training and fostering to improve professional qualifications and management skills for teachers and managers, building Build appropriate facilities for early childhood education, improve the quality of teacher training at preschool pedagogical schools and innovate educational human resource management policies to contribute to improving the quality of early childhood education in Vietnam. It is necessary to have seminars on the concept of "quality of early childhood education", and develop criteria to evaluate the quality of early childhood education in Vietnam. In addition, there needs to be extensive and in-depth research on the current state of early childhood education, proposing more complete solutions for improving the quality of early childhood education in Vietnam.

From the survey results, it can be seen that Managers and Teachers have different levels of assessment of the surveyed content. Management staff appreciate the overall management of the preschool more highly. They rated higher the content directly related to their management direction and rated lower the teachers' issues related to the teacher's capacity and cooperation. In addition, it can be seen that management work related to child care is evaluated better than work related to child education.

Preschool Education Management is a system of purposeful, scientific impacts of management levels on early childhood education facilities, in order to create optimal conditions for realizing the goals of preschool education; Early childhood education management is an inseparable component of early childhood education management in particular and Educational Management in general.

An overview of the current state of education facilities' operations from preschool to present shows that the mobilization of resources has achieved commendable achievements, better meeting the needs of learners and reducing pressure on teachers. water. In addition to sharing with the state the responsibility of providing public service services, non-public education institutions have taken the lead in introducing the world's advanced educational perspectives and approaches, actively innovating teaching methods. - learning, educational technology, methods of transmitting knowledge, thereby improving the quality of education, equipping students with the knowledge and abilities to meet the requirements of industrialization,

modernization and integration international. The views and awareness of the professional and educational management team as well as of society in general about socialization and non-public education are gradually improving, and the role of the private sector in socio-economic development is gradually improving. in general, education and training in particular are viewed more correctly; and the need to ensure fairness in accessing educational services and in enjoying preferential state policies is becoming more urgent. More and more investors are interested in the field of education, not only individuals and groups, but also large and methodical businesses and investment corporations. One of the reasons for promoting investment in this field is because education is a field of sustainable development, receiving many incentives and preferential policies compared to other fields.

## 5. Discuss research results

In recent years, with the development of society, people's needs are increasingly improving, they want to enjoy perfect services from companies and businesses in the market. On the other hand, for businesses participating in the market economy, they need to create a good image and attract many customers. They must use many correct, appropriate and in-depth business strategies. That includes customer care activities. Every purchasing decision and customer evaluation of a business's products and services are directly related to the quality of service and professionalism of the customer care staff.

Nowadays, businesses are deeply aware of the importance of a customer care system. When up to 80% of companies were asked, they said that improving customer experience must be the top strategic goal. However, customer needs and market trends change continuously. The business's customer care system faces many challenges and difficulties. And the question arises: How will businesses find and promote effective customer care policies and processes? If a business wants to develop well, it needs to clearly understand information about its target customers to build appropriate customer care processes and devise policies that are both beneficial to customers. and businesses to increase revenue as well as attract customers. In particular, businesses should provide in-depth training on conflict handling for employees who directly contact and care for customers to resolve customer-related issues. Because no matter how good a business's products and services are, customers will be dissatisfied if the care and consulting staff are not attentive and will lose customers' trust and loyalty. customers, so it is necessary to have a team of skillful and enthusiastic customer care staff. From there, it shows that customer care work cannot be done in a day or two, but it requires businesses to have thorough research on policies, processes and business systems.

## 6. Conclusions and recommendations

"Customers are the source of all creativity" - the saying of Tom Peters has partly affirmed the important role of customers for businesses. As an important factor affecting all business activities of an enterprise, customer power can even impact the survival of an entire industry. Enterprises perform customer care work aimed at satisfying customers' needs, benefits such as price, quality or accompanying services when using the product. In addition to competing on price and quality, businesses must also pay attention to providing services to customers and doing a good job of customer care

to increase loyal customers. Nowadays, along with the development of the economy, goods and services are increasingly diverse, customers have more choices, and the competition for customers is also becoming more and more fierce.

Building relationships with customers has become an indispensable requirement for businesses to survive and thrive in today's customer-oriented competition, in which national preschools are indispensable. Kindy Garden Montessori clinic. Building and managing customer relationships is increasingly invested in by businesses. Turning customer relationships into sales is not a simple matter, but businesses need to have specific strategies and appropriate plans:

- Understand and clearly define the importance of organizing customer care activities for businesses, it brings beneficial benefits to businesses.
- Understanding and understanding customer needs to be able to satisfy customer needs will help customers have confidence in the business.
- Classify customers: new-old to have the best solutions to reach customers, satisfying all customers.
- Understand and identify the advantages and disadvantages of customer care activities, to have the best solutions to help customer care activities be as effective as possible.
- There are customer care measures in the most effective way to meet all customer needs and questions.
- Dedicated and thoughtful customer support will bring customers a better view of the business.
- Build a civilized and polite relationship with customers so that customers can see the professionalism in customer service of the business.
- Train your customer service team. Your employees must be qualified, have a good service attitude and understand customers to keep customers loyal to your business.
- Plan and implement surveys, measure customer satisfaction levels, and then come up with appropriate solutions and adjustments.
- Apply management and customer care tools to ensure convenience as well as keep up with the development of increasingly modern technology infrastructure

A thriving business is one with the best customer care. Kindy Garden Montessori international preschool has been increasingly perfecting its customer care organization system. It is important to affirm its competitive position compared to other preschool education businesses. This is something that many other preschools should pay more attention to in their businesses.

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