



International Journal of Multidisciplinary Research and Growth Evaluation



International Journal of Multidisciplinary Research and Growth Evaluation

ISSN: 2582-7138

Received: 15-06-2021; Accepted: 03-07-2021

www.allmultidisciplinaryjournal.com

Volume 2; Issue 4; July-August 2021; Page No. 479-484

The formation and development of CRM system at Bach Hoa Xanh in Vietnam

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Abstract

The reality shows that customer relationship management is quite popular in the world but still new in Vietnam, businesses are still not aware and focus on the importance of customer relationship management. Therefore, in the context of fierce competition today, in order to acquire and retain customers, Bach Hoa Xanh, the medium size supermarket chain in Vietnam, must have appropriate customer

management policies. Building a customer management system will create and maintain sustainable relationships with existing customer groups as well as potential customer groups, through which will also best satisfy the needs of customers, increasing value for customers and at the same time increasing the profit value for Bach Hoa Xanh.

Keywords: CRM, Bach Hoa Xanh, Vietnam, Customer relationship management

Introduction

Overview of the research problem

Customer management is a method to help businesses approach and communicate with customers systematically, effectively, manage customer as well as business information, needs, contacts in order to serve customers better, more professionally and scientifically. Through the customer relationship management system, customer information will be updated and stored in the database management system. Enterprises can analyze and form a list of potential customers, prospects and loyal customers, VIP to devise a reasonable customer care strategy. In addition, businesses can also solve customer problems quickly and effectively. Customer relationship management provides a reliable system to help manage customers and employees and improve customer-employee relationships. Customer relationship is not just a software or technology but also a business strategy including marketing strategy, and services provided to customers. Enterprises can choose a reasonable customer relationship solution based on the criteria of placing customers at the center, paying attention to customer needs in order to achieve the goal of maintaining long-term relationships with customers and achieving customer satisfaction, maximizing profits in business.

Urgency of the research problem

With strong competition and the current trend of globalization, customers are faced with countless products, brands, prices, suppliers. Businesses that want to survive and develop need to be guided. to customers and take customers as the center, bringing the highest value to customers. When customers have more demands on satisfying their needs, businesses need to have a strategy to develop customer attachment, which is also a way to maintain existing customer loyalty and create relationship with potential customers. Through research, and understanding the needs and habits of customers, approaching and communicating with customers, managing customer information in the most systematic and clear way to offer products and services the most suitable service that meets the needs and wants of the market. The reality shows that customer relationship management is quite popular in the world but still new in Vietnam, businesses are still not aware and focus on the importance of customer relationship management. Therefore, in the context of fierce competition today, in order to acquire and retain customers, Bach Hoa Xanh must have appropriate customer management policies. Building a customer management system will create and maintain sustainable relationships with existing customer groups as well as potential customer groups, through which will also best satisfy the needs of customers. demand, increasing value for customers and increasing profit value for Bach Hoa Xanh.

Research objectives

The main research goal of CRM is with the help of modern technology tools and human resources, through which businesses will have a thorough view of customers' behavior of using services - products and prices. value of each individual customer

segment. Choosing a CRM strategy is very important, if an effective strategy will help businesses easily increase revenue.

With the help of an effective CRM, businesses can:

- Through technology tools, enterprises will understand exactly what customers want and provide accurate services and products customers need
- In addition, businesses also improve the efficiency of customer care and support centers
- Simplify the marketing and sales process.
- Constantly improving the weak points of the business, developing better in sales and marketing, businesses will have the opportunity to continue to retain old customers. Thereby, gaining the experience of old customers will promote the search for new customers in the market.

In an article this, the author focuses on the study of the formation and development of the CRM system in Bach Hoa Xanh stores in Vietnam, on a theoretical basis and examine the current situation and propose some strategies and solutions to improve operational efficiency of the business.

2. Theoretical Basis

2.1. Overview of CRM

CRM stands for Customer Relationship Management. It is the strategy of companies in developing close relationships with customers through research, thoroughly understanding the needs and habits of customers, approaching and communicating with customers systematically and effectively, manage customer information such as account information, needs, contact... in order to better serve customers. Through the customer relationship system, the customer information will be updated and stored in the database management system. Thanks to a special data detection tool, businesses can analyze and form a list of potential and long-term customers to devise reasonable customer care strategies. In addition, businesses can also handle customer problems quickly and effectively. Establishing good relationships with customers is especially important to the success of every company. A CRM system is simply the application of software to track customer data. However, a more complex system requires a combination of factors: information, people, policies and the company's efforts to attract and retain customers.

Purpose of CRM: CRM originated from the idea of helping businesses use resources (human and technology) to thoroughly understand customer attitudes and habits and evaluate the value of each customer segment individual. With the help of an effective CRM program, businesses can:

- Provide customers with better services
- Improve the efficiency of the customer support center
- Help sales staff to fulfill orders in the fastest way
- Simplify the marketing and sales process
- Discover new customers
- Increase revenue from customers

2.2. The role of CRM in the business strategy of retail supermarkets

Provide additional services and support to customers. At this stage customer support becomes more and begins to have different treatment between different customers. You can choose to build a Call center system, perform telemarketing, build simple customer management systems, and automate sales and marketing.

In the direction of more detailed and quality customer

information. Implement marketing strategies based on real needs of customers to build customer loyalty. Then build more detailed management systems of customer information and behavior to ensure better understanding of customers and their needs.

To do all of this, retailers will further segment their customers, offer different benefits to different customers, and identify and manage different ways of selling to increase profits.

2.3. Features of CRM in retail supermarkets

The retail system can be divided into two types: the traditional retail system and the modern retail system. The modern retail system has typical models such as supermarkets, hypermarkets, commercial centers, shopping mall. Thus, modern retail system and selling system, traditional retailers are separated in business management methods with goods display and customer service style.

With the development of today's society, the modern retail system will be more suitable and convenient than traditional markets and retail stores. In this retail market, customers are always considered the center of any business. Therefore, assessing the customer satisfaction for a business is indispensable if the business wants to survive in the long run. CRM factors affecting customer satisfaction are: Interaction management, Relationship development, Quality of goods, Quality of service, Employee behavior. Besides learning about CRM factors affecting customer satisfaction at supermarkets, the study shows that factors such as relationship development, employee behavior, service and goods quality have a positive impact on customer satisfaction. affect CRM performance.

In general, most of the customers contribute about promotions, discounts, staff's service attitude, billing time, etc. In which, promotions and discounts are factors that are popular with customers. most requested item.

The second is about employees, although the employee attitude factor is quite high, but there are still some conflicting opinions that there are some employees whose attitude is not polite and friendly, and customers rarely receive support from staff when needed. These are important bases for supermarkets to better determine which factors need to focus on innovation to further improve customer satisfaction.

Here are some issues that need attention and improvement:

- Developing relationships: Promotions need to be innovated in both content and form. Supermarkets should find ways to provide enough information about promotions to make it easier for customers to access. For example, further strengthening the leaflets, advertising websites, newspapers, radio, etc. The accompanying products need to be more assured in terms of quality, customers always have the mentality that the gift is about to be lost. discarded, this is not completely wrong, in general, promotional or discount products are mostly products that have a limited shelf life, or products that do not sell well in the market, ... Supermarkets create trust for customers about promotions of great value; remove the "no turn" mentality of customers.
- Quality of service: Customer's time is very important, so don't keep customers waiting too long. Supermarkets arrange more cashiers to operate at empty counters during peak hours to reduce waiting time for

customers; or divide into customers who buy less or buy more at checkout so that waiting time is minimized.

- Employee behavior: Each employee must be thoroughly trained because they are the ones in direct contact with customers. Supermarkets should regularly organize training and coaching classes on skills, knowledge and skills for each employee to improve working ability. Quickly provide information about the supermarket such as promotions, gifts, or any incidents that happen to the supermarket for employees to understand, so that they can promptly notify or reply to customers. Row. Motivating employees to work more actively through reasonable salary and bonus regimes.
- Quality of goods: All goods sold in supermarkets must ensure quality, shelf life and reasonable prices. The input inspection stage needs to be stricter and more complete so that all products that are sold in the supermarket must be safe. Regularly checking the quality of goods, how to store them, and about the expiry date, especially fresh products need proof of the origin of the goods so that customers can feel secure in the selection process. Neatly and logically arrange products, must have staff regularly check so that customers can easily search and feel more comfortable when visiting and shopping.

3. Research results

3.1 Strengths and weaknesses of CRM system at Bach Hoa Xanh

a) Strengths

- Hit the consumer's psychology
- Focus on meeting the first choice of consumers when choosing to buy food at Bach Hoa Xanh.
- Bach Hoa Xanh always ensures product quality, clear origin, but the price is always suitable for consumers, even cheaper than retail supermarkets or other traditional markets.
- It can be said that training people is a difficult problem, more difficult than choosing a product supplier, Bach Hoa Xanh has succeeded in training employees, this factor ensures that Bach Hoa Xanh can create standing in places of appearance.
- Along with that, a team of friendly and enthusiastic trained staff has helped Bach Hoa Xanh attract and retain customers.
- In addition to modern service style, Bach Hoa Xanh also regularly improves and upgrades according to new business models to meet the needs of users.
- The model of 'green vegetables - fresh meat - wading fish' of Bach Hoa Xanh is highly appreciated and different from other retail supermarkets.
- The ability to expand quickly and go along with the ability to operate and deploy in chains brings high efficiency for each store compared to competitors.
- More than 788 stores spread across the country.
- Located in densely populated residential areas, easy to find, bringing convenience to customers. Deploying many collection services including electricity, water, internet, ...

b) Weaknesses

- Many store sizes are small, leading to limited development of the store, unable to expand to sell other items to serve the needs of customers.
- In addition, the rapid expansion of Bach Hoa Xanh store

also has potential financial and revenue risks.

- Stores located close to each other cause the revenue of one of those stores to decrease.
- It is not the preferred choice for customers when the food supply is only within a certain range.
- Some items are priced higher than other retail supermarkets.
- If when the store closes, the remaining stock with some groups of fresh products is forced to cancel or still be sold but the price is reduced compared to the previous day, this will cause the store to decrease in revenue.

3.2. Overcoming the weaknesses of the CRM system at Bach Hoa Xanh

Train and train employees to handle situations professionally, not to be aggressive or aggressive with customers for any reason, and to have the flexibility to handle situations well.

Understand the needs of customers, increase sympathy by small actions such as: taking the basket for the customer so that the customer has a good view of the store. Collecting and listening to customer feedback about product quality as well as service attitude of staff and let customers know that we really care about their feelings.

Choose a seasoned person to pass on the lessons and handling of the situation to other employees.

Introduce policies to encourage employee morale to increase interest in taking care of customers.

Form intimate relationships with customers, learn to remember names and greet customers. It's a simple thing that can make all the difference in keeping customers loyal to your store.

3.3 Promoting and exploiting the strengths of CRM at Bach Hoa Xanh

Since the beginning, Bach Hoa Xanh has focused on meeting the top three factors of consumers' choices when choosing to buy food today. It is to ensure product quality, clear origin but reasonable price, even cheaper than traditional markets. Along with that, the friendly and enthusiastic staff has helped Bach Hoa Xanh to attract and retain customers. This factor ensures that Bach Hoa Xanh creates a foothold in the places where it appears.

Bach Hoa Xanh's "fresh meat and fish" model is considered as an outstanding strength compared to stores of the same type. It can be said that this is a combination of the advantages of traditional markets and supermarkets, a new and different point compared to other mini supermarkets. With the model of "fresh meat - fish", fresh food contributes up to 40% of total revenue and is an important factor in helping each Bach Hoa Xanh store to achieve an average of 500 transactions per day.

Bach Hoa Xanh buys goods from the source and this will reduce the intermediary stages, save costs and more importantly, the storage and transportation time is shortened to help ensure freshness. For example, buying sea fish from the port has helped shorten the travel time of fish to the supermarket to less than 2 days, instead of 4-5 days as usual. Imported fruit is the cheapest in the market. Bach Hoa Xanh said that some of this chain's imported fruits are priced at the lowest prices in the market, which is what makes the difference.

Although it is considered a "hands-on" when switching from selling phones and electronics to selling food, the chain's team has shown its acumen when quickly grasping the

"secrets" in this field. Instead of fixing the purchase price from domestic suppliers like many other supermarkets, this chain is willing to import goods with prices that change daily, and at the same time apply measures to increase the ability to import goods, reduce the costs of supplier down.

With the above strengths, Bach Hoa Xanh is currently doing well and is on the right track according to the current model chosen by the business. Always put the customer's interests first. Bach Hoa Xanh is currently making good use of its strengths to promote CRM for customers. Recently, Bach Hoa Xanh has tested the service "Go to the market for you - delivery to your place".

4. Recommendations and solutions

4.1 Recommendations

For leaders of Bach Hoa Xanh

The CEO of Bach Hoa Xanh chain, Tran Kinh Doanh, affirmed that before the 2020 shareholders' meeting last weekend, the revenue of this year's food retail chain will exceed VND 20,000 billion, double that of the previous year. The whole chain's revenue will therefore exceed VND 20,000 billion, double 2019. If this figure comes to reality, MWG's food retail chain will contribute 20% of the group's total revenue and close to the target. profitable in 2021.

"Bach Hoa Xanh will open at the fastest speed, to become a large-scale chain that creates a market share separate from competitors, like the way we did with the phone and electronics segment," Mr. shareholder.

Bach Hoa Xanh should increase advertising spending. Particularly with the plan to gain market share, the company has never intended to compete for customers of other systems, because the number of customers of these chains is very small. The goal of Bach Hoa Xanh is to get the number of customers from traditional markets – this is the huge audience. Therefore, the company is promoting the selection of fast-moving consumer products with clear certificates of origin and choosing good products in typical localities to put on shelves to meet customers' needs.

For Marketing, Sale, Customer Care departments at Bach Hoa Xanh

Marketing: Bach Hoa Xanh system also sets the criteria "customers first" with 5 key criteria:

1. Dense network coverage, creating convenience
2. Quality, fresh food
3. An extensive list of necessities
4. Modern and convenient shopping space
5. Professional service attitude.

Sales: Besides modern service style, Bach Hoa Xanh also regularly improves and upgrades according to new business models to meet the needs of users. After many trials, Bach Hoa Xanh has standardized the model of "green vegetables - fresh meat, wading fish" to realize rapid expansion and move to distant provinces such as Dong Nai, Tien Giang, Ben Tre, Binh Duong provinces.

Customer care: The service attitude is considerate, enthusiastic is what makes Bach Hoa Xanh become a familiar name in the hearts of urban consumers. The valet staff is also very polite. Regular promotions, cheap prices, good quality This shows that Bach Hoa Xanh is gradually winning the hearts of customers thanks to its product quality, sales reputation and impressive care service. Here, everyone can see the smile always on the lips of all employees, from the

security guard, the parking attendant to the supermarket manager. This makes many customers feel comfortable and natural when entering Bach Hoa Xanh store. In addition to an abundant and abundant source of fresh food, customer service is considered one of the plus points of this system.

For customers of Bach Hoa Xanh

Proposing an option to provide evaluation criteria directly at the store or online to remain anonymous. Provide evaluation sheets on staff attitude, cost, safety level for customers to give opinions that Bach Hoa Xanh needs to overcome and improve. Proactively say things that need to be fixed and improved. Thereby also should commend some employees. It is recommended that the company create daily promotions. Specifically, AEON on the 5th and 20th, customers get a 5% discount on the total bill. Create promotions, reward loyal customers and don't forget about potential customers.

Always actively looking for new customers and taking care of old customers. In addition, call old customers to ask if they need me to change and develop more. Post propaganda articles on epidemic prevention during the current COVID-19 season. Proposing to reduce prices of some products to increase customer attraction as well as restore the economy according to the policy of the State. Diversify products as well as refresh images, receive orders online and cooperate with delivery units such as NOW, GOVIET.

4.2. Development solutions for CRM systems to confront the challenges opportunities of Bach Hoa Xanh

Focus more on potential customer segments

From the outset, one should clearly define ideal customers, whether it's an 18-25-year old man who loves sports or a woman holding managerial positions in businesses. This ensures that the investment of time and effort in creating a database of customers in need and taking care of these people will yield the desired results.

Build a strategy for creating people in need

Needs are paramount to building a network of leads in CRM. Good content, engaging events, unique advertisements and customer-friendly approaches are all effective ways to accomplish this goal. People in need are people who visit your website, download content, fill out contact forms and make phone calls to the company. They do these things because they have been, are and are likely to get value from your product or service. Strategies to build people in need should focus on providing value to people in need or making readers understand that they will receive those value. You can provide value to people in need through engaging content, or you can offer them feedback or free trials of your product.

Coordinate activities of departments to increase profits

Integrating the use of CRM with the activities of departments in the company greatly helps in managing performance and detecting new trends as they happen. When CRM goes live, make sure you capture all interactions of current and potential customers with the company website such as: downloads, home page views, newsletter subscriptions, etc.

Encourage employees to use regularly Bach Hoa Xanh services

Make sure all of your employees are using CRM in the same way to engage with leads, to score points with customers in

need, and to coordinate with other departments in the company. Mandating everyone to use CRM may seem harsh, but it is necessary to achieve consistency in the implementation and recording of customer interactions across departments in the same system. Consistency in the use of CRM not only makes the database cleaner, stronger and less time wasted on inefficient processes because your team is working together to make the best use of the CRM.

Integrate all customer communication into one CRM system

To get the most out of CRM, all customer interactions including: sales, marketing, customer service, etc. need to be fully integrated and standardized. This means that a customer who downloaded the eBook and discussed working with your Marketing department on CRM should also be talking to Customer Service on the same system. Your employees will have a lot of advantages in negotiations if they know the history of customer interactions with the company. This will help your company retain customers in the long term. The integration of customer communication activities is most effective when every employee in the company interacts with the same current and potential customers.

Regularly optimize the CRM system

Analytics is very important to the development of CRM. Detailed reports can give insight into what works and doesn't work in building customer relationships and how effective cross-departmental coordination is. Identifying and analyzing trends affecting business profitability helps in customer retention, lead generation, marketing, and other business operations. Customize CRM reports to fit company's goals and focus on the parts that matter to Bachs Hoa Xanh and the parts of it that can best deliver value to customers.

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