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The history of development of CRM system at AEON Vietnam

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Abstract

In the current economic period is growing, so in the business process, customer retention is an important issue of businesses. Starting from objective reality, businesses also need to have the formation and development of a CRM system. The article "The formation and development of CRM

system at AEON Vietnam" aims to research, evaluate and propose solutions to improve customer relationship management at AEON's service system, one of the largest foreign retail supermarkets in Vietnam.

Keywords: CRM, AEON, Vietnam, customer relationship

1. Introduction

1.1 Urgency of the research problem

In the current economic period is growing, so in the business process, customer retention is an important issue of that business. Starting from objective reality, businesses also need to have the formation and development of a CRM system. Therefore, the article "The formation and development of CRM system at AEON Vietnam" aims to research, evaluate and propose solutions to improve customer relationship management at AEON's service system.

1.2 Objectives of the study

The overall objective is to research and understand the formation and development of CRM system at AEON Vietnam. The specific goals include:

- Understand the CRM system in AEON.
- Assess the characteristics, strengths and weaknesses of the CRM system at AEON, thereby making improvements for strengths and limitations for weaknesses.
- Provide recommendations and suggestions for the purpose of improving and developing the CRM system at AEON Vietnam.

2. Theoretical basis

2.1 Overview of the CRM system

CRM is building a strategy to develop attachment with customers through studying customer needs and habits. Research remotely or approach, communicate with customers systematically.

Based on the concept idea on the CRM brings to the benefit useful under here:

- Store customer information centrally: CRM application in the business helps to store and manage detailed customer information (Full name, phone number, address, email, interests, needs).
- Track employee productivity: Tracking work productivity, employee KPIs is an essential application for businesses. CRM helps employees and managers accurately capture the work to be done and the level of completion of each employee by day/week. As a result, employees can come up with appropriate plans to change work productivity and manage employees

easily at the end of the week/month.

- Management of taking care of guests every specialist now over.
- Increased sales of selling.

The essential elements provided for the active work of the CRM. CRM has 4 main points that form a closed circle in the operation process and we can start from any point, just take the customer as the center.

- **Sale:** is considered the core of CRM, in sales it performs tasks such as transactions, mailing labels, emails, quotes, appointment bookings, contracts, sales or even debt management, collection payments.
- **Marketing:** After customers have purchased products, the next step is to establish marketing plans to convince customers to continue buying products of our business.
- **Services:** Enterprises need to provide the best services to customers such as giving gifts, sending congratulatory messages/emails, etc., in order to attract and create sympathy with customers so that customers can return to purchase. or recommend to others.
- **Multi-channel integration:** When integrating customer's phone, email, fax, web, sms... right on the software. Then, CRM can help businesses interact with customers through channels (directly, mail, phone) more easily. From there, support and coordination between staff groups and customer groups. Multi-channel integration is the solution that links people, processes, and data together. Thereby, businesses manage and take care of customers better.

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

For customers

- CRM software plays an extremely important role when ready to take care of customers with the best services offered based on customers' preferences and desires. Contribute to promoting long-term relationships between customers and businesses, helping customers better understand the business.
- Customers feel that what is related to their requirements and purposes is of interest to you such as Date of Birth, Interests, Needs.

For businesses

- Businesses can store information about their customers on CRM, this information is always necessary information for a business to conduct analysis and thereby find business opportunities with customers.
- CRM helps businesses manage customers, listen to customers' opinions, easily manage the business situation and development of the business in the past, present and predict the future.

For managers

- CRM software is a tool to help businesses manage their sales staff in the most effective and focused way.
- CRM also helps businesses evaluate the business situation and work efficiency of each employee.
- Set up, manage and track all campaign information for the most effective.

For business people

- CRM software is also a very ideal working environment, CRM creates a very centralized working environment

and good sharing of information based on stored customer data.

- CRM allows employees to manage time and work effectively, and helps employees manage and understand the information of each potential customer and customer so that they can contact and take care of them in a timely manner to create a reputation. customers and retain long-term customers.

2.3. Features of CRM system at retail supermarkets

Vietnam has become a promising market for investors in the field of retail supermarkets. In particular, the massive appearance of foreign retail brands is seen as a wave sweeping through the Vietnamese retail market. In January 2016, Thai corporations bought the Family Mart chain of stores, the Metro supermarket chain. With more and more retail supermarkets entering Vietnam, the market has more options for consumers but also makes the retail market more competitive. Therefore, it is necessary to have a more effective tool for businesses to understand and maximize customer needs, bring satisfaction to customers and gain a competitive position in a difficult market. One of the tools that is attracting is "Customer Relationship Management (CRM)" Depending on the model of the company, the administrator will offer different CRM strategies. Several supermarkets were inaugurated and put into operation, promoting production and market development. It is this appearance that contributes to increasing service revenue of the trade industry next year, which is always higher than the previous year.

Customers are consumers of the business's products and also the people who bring in revenue for the business. Due to the development of society, their needs are also increasing, they demand more and more in terms of both quality and price. Customers are always interested in the benefits when buying. Therefore, businesses not only take care of customers at the first purchase, but also need to take care of the after-sales stage. It is the strengthening of after-sales customer care that gives customers the respect, satisfaction and willingness to use or recommend others to use our products and services in the future.

Following are the characteristics of CRM in retail supermarkets:

- **Target customers of retail supermarkets:** not as clear and specific as other industries, not encapsulated in class, industry or age and economic conditions. It can be said that customers include the entire society.
- **Approach:** because the target group is very large, it is necessary to have separate approaches, not only focusing on one person or one unit, but the approach must target the largest number of people possible.
- **Marketing method:** it is necessary to offer many promotions, continuous after-sales, attract attention through the outstanding image of the supermarket, retain customers by creating membership cards with gratitude programs. on important holidays.
- **Employee behavior:** Each employee is trained specifically because they are the ones in direct contact with customers. The supermarket regularly organizes training and coaching classes on the professions, skills and knowledge for each employee to improve working ability. Quickly provide information about promotions, gifts, or something that happened to the supermarket for employees to understand, so that they can promptly

notify or reply to customers.

- Communication activities: usually used in the form of advertising through direct contact, advertising by banners hanging at supermarkets, internal radio. Other forms, such as via television, newspaper, and telephone, have not been paid attention to.
- Customer database: the source of customer data is entered from invoice documents, delivery records, customer polls, and direct information collection. Currently, most retail supermarkets often use POS software in sales management activities, including functions such as customer transaction management, product management, debt management.
- Customer care: customer care phone number is provided on the payment bill for customers to easily contact when in need, policies such as discounts, increased discounts, special gifts on the occasion holidays. Create a membership card for customers to accumulate points in shopping times, send email to member customers when there is a discount program.

Through the above basic characteristics, we can see that CRM in retail supermarkets needs a wide and large enough social knowledge base to be able to contact closer to the entire society. Understand the market of many different products to adjust marketing and especially sales programs. Each employee in the supermarket both works by position and has to do the job of a customer care employee.

3. Research methods

3.1. Sources and methods of data collection

Data sources

Information about the list of customers; Information on products and business areas of the enterprise; Digital data on sales and purchases; Data on customer/partner's response to supermarket's promotional and communication campaigns; Sales process, product handover method and shipping and delivery specifications; Aeon's customer marketing channels; Demographic data if available; The data on online sales that Aeon supermarket has.

Data collection methods

- Primary data:

+ Fixed group survey method (panels)

Each fixed team member is assigned a diary to record their own entries (income, expenses, entertainment) or an electronic device attached to the television to automatically record information about watching TV such as which program, which channel, how long, which day, etc.

If the fixed group member is a store, supermarket or commercial center, they will be assigned electronic scanning devices to record details of the sold goods such as: quantity, type, price...

+ Focus groups survey method

The enumerators conduct group interviews, usually from 7 to 12 people with knowledge and experience on a certain issue, through free discussion in the group to highlight the problem in many areas. profound aspects, thereby helping the researcher to see the problem thoroughly and comprehensively.

- Secondary data

Locating published secondary data stored in libraries or secondary data in archives is relatively straightforward.

+ The data stored by organizations is more difficult to

locate. For intra-organizational data, the information or data manager in the appropriate department probably knows exactly what secondary data is kept.

+ Data on the Internet can be located through the use of portals and search engines, which help find all the possible places that match related keywords. to the question or purpose of the supermarket's research.

3.2 Research methods

+ face-to-face interview method

+ survey method by phone

+ survey method by mail

+ online survey method

3.3 Research process

Research process through two main steps:

+ Preliminary research Conducted by qualitative method with focused interviews to explore the factors affecting customer satisfaction.

+ Formal research was carried out by quantitative method, survey by questionnaire, data processing using SPSS 16.0 software.

4. Research results and discussions

4.1. Strengths and weaknesses of CRM system at AEON compared to other supermarkets

❖Strengths

- There is a customer data information system, a professional customer care system. Provide full information about products, prices, quality, support policies and promotions.
- Classify potential customers in the market to offer the most reasonable care policies. Implement the policy of exchanging and promoting gifts for customers from membership cards and vouchers during the holidays.
- A comfortable, happy and trusting shopping space for customers. Professional staff. Meet convenient and helpful customer care services.
- Abundant financial resources, famous and prestigious brands throughout Vietnam and extensive distribution system.

❖Weaknesses

- AEON's distance may be far from the city center, so customers may be less frequent than other retail supermarkets. The AEON system in Vietnam is small and far apart.
- Although there is a bus station to take customers from Aeon, but compared to the travel distance, very few people use it because it is considered time consuming and not convenient. In terms of goods, Aeon has not yet fully met the Japanese products that Vietnamese people love and need.
- Prices of Japanese products are too high compared to Japanese products. With the online problem, few people know about buying online. Products are usually promoted mainly at shopping malls. For customers living far away, online shopping is still considered ineffective.

4.2. Promoting and exploiting the strengths of the CRM system at AEON

Promote strengths

Aeon gives domestic and foreign customers an extremely comfortable feeling every time they enter, immersed in many

delicious and diverse dishes, many fashion stalls with countless different styles, luxurious accommodation. valued and placed pretty much, just a few meters apart, to help customers not tired legs, but also ready to conquer all that aeon booths are covered is health.

Cameras are equipped with many but careful techniques, instead of each stall, there will be a custodian to promote loss of goods, tear goods. Having the freedom to view the goods and have time to think about the need for the item for you to decide to buy instead of rushing quickly or deciding to buy without thinking because of the eyes of the salesman standing at the store. there.

Aeon uses cards to store information and accumulate points for customers, stimulate customers to buy many products to accumulate more points, receive vouchers/discounts

Customers' birthdays will be given special offers to buy specific items such as Aeon's gratitude and happy birthday to its customers.

Those are some of the strengths that Aeon needs to promote to make its CRM system more and more developed, attracting more customers to come and use Aeon's services and products.

Exploit strengths

In addition to the strengths of customer management system that Aeon supermarkets have and apply, from there, Aeon needs to promote more strengths:

- Salespeople use CRM to record calls as well as contact information, track lead status to make sales efforts. Sales managers will use CRM to know what stage a potential customer is in in the buying journey and track the progress of closing sales.
- Build better relationships with customers, and one of the activities that help achieve this goal is care. Care workers will rely on the interactions recorded on the CRM system to perform care, support, complaint recording, problem solving.
- Marketing experts will use the information obtained from CRM to better introduce Aeon's products. Information in CRM provides insights into markets and segments. Marketing will have more time to focus on creative ideas to help find more leads.

4.3. Overcoming the weaknesses of the CRM system at AEON

It can be said that customer relationship management plays an extremely important role in the existence and development of supermarkets. Customer relationship management not only benefits supermarkets but also benefits customers, from which the relationship between supermarkets and customers will become closer, improving customer satisfaction and loyalty. of the customer. Also through customer relationship management, the supermarket's data warehouse about customers is also updated so that the data analysis results are more accurate, and the supermarket captures the situation of customers, listening to customer needs and feedback. With the desire to contribute a part to the good development of customer relationships, the thesis has systematized the basic issues of customer relationship management. Based on the orientation, development strategy, analysis of customer relationship management activities in order to draw out the successes, existence and causes. Thereby, proposing necessary solutions to contribute to improving customer relationship management. This helps the supermarket to build

a good image in the customer's mind, through which the policies and strategies of the supermarket business will be adjusted accordingly while improving the business performance of the supermarket in the near future.

5. Conclusions and recommendations

5.1. Conclusions

The formation and development of the CRM system at AEON is a long process, going through many difficulties initially when approaching the Vietnamese market, then step by step, step by step perfecting, grasping the market and real needs. According to the needs of customers in Vietnam, AEON now has an extremely effective CRM system that is suitable and closely related to the tastes of the majority of consumers.

AEON's staffs, besides the knowledge of business, connection and customer care, have been fully and methodically trained according to the company's operating philosophy. Vietnamese traditional culture makes the connection between employees and customers even closer, creating trust in AEON.

In terms of image, AEON has been asserting itself as one of the most professional and grandiose supermarket chains in the Vietnamese market and in the future, in addition to consolidating and rebuilding existing supermarkets, AEON will target other potential provinces and cities across the country.

Continue to promote the customer care team, supplement and search for more new information about potential customers. Categorize and clearly outline care plans for each different customer group.

In general, in general, AEON is really a supermarket chain with very good quality in the Vietnamese market. Although there are still some inadequacies due to the changing needs of customers and the socio-economic situation in Vietnam in recent years, but AEON has always tried to overcome it by many different measures. If in the future AEON further strengthens its advantages in the trust of customers and minimizes difficulties, AEON can easily occupy the Vietnamese market.

5.2. Recommendations and suggestions

For AEON leaders

Compare the business situation from the past to present and predict the future. Leaders easily detect potential difficulties and risks to promptly offer appropriate solutions.

Evaluate the business situation and work efficiency of each employee.

Set up, manage and track all campaign information for maximum effectiveness.

For marketing, sales and customer service departments at AEON

Create a highly centralized workplace and share information based on stored customer data.

Staff time management and work efficiency, and help staff manage and understand the information about each potential customers and clients to contact and timely care to create credibility for customers and long-term customer retention.

Arrange, arrange work schedule to avoid duplication of time. Manage and track phone calls in the company, helping to plan at what time to call who, how long to call and whether you have made or forgotten.

For customers of AEON

Ready to take care of customers with the best services offered based on the preferences and desires of customers. Contribute to promoting long-term relationships between customers and businesses, helping customers better understand the business. Old customers feel that what is related to their requirements and purposes is taken seriously by you such as: Date of Birth, Interests and Needs. So CRM must pay attention to customers and care for them more.

5.3 Solution to develop CRM system to face future challenges and opportunities at AEON

▪ Need to determine the management needs of AEON supermarket

It is necessary to take into account many factors such as: qualifications, skills of the staff (corresponding to which solution), the price to match the financial capacity of AEON. However, as mentioned, the choice of solution should be based on AEON's clear goals and needs. For example, AEON needs to promote activities in the sales cycle such as: customer access, marketing, sales... infer, they need a CRM solution to help solve weak points in sales. If AEON pays special attention to tracking the results of marketing plans to target customers, they will find a solution with a customer feedback management module or similar support feature. When there are many needs to be met, determine a first-order, moderate, or moderate-priority need, and then select a solution that best meets that need.

▪ It is likely that many solution providers will advertise that their software solution can meet all of AEON's needs. Then, it should be considered whether the software can be put into use immediately or must be passed. new customization may be suitable, and whether there is a need to change anything in AEON's process and operating structure to meet the process of building a CRM system.

▪ AEON should also learn through 2-3 other software, on that basis compare the pros and cons of the solutions to get the best decision. Currently, there are many CRM solution providers in the market (both domestic and foreign) at different levels. From simple basic solutions such as customer information management, sales department work management, sales process management, discrete marketing campaign management or large CRM solutions. The question of how much money should be spent on a CRM solution is therefore no longer difficult to answer. Because with the relatively complete presence of customer relationship management solutions from low to high, AEON can actively consider the budget for CRM equipment. CRM is software that has a much faster and more visible return on investment than other management software. Even, as soon as the CRM system runs, you will feel its effectiveness very early when there is the first feedback from the customer care department. Having a strategy and solution in hand, starting to go into the implementation and actual operation of CRM, AEON will realize that the human factor is very important.

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