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## Customer care and customer relationship maintenance at Ministop, FamilyMart and CoopSmile in Vietnam

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### Abstract

Ministop, FamilyMart, CoopSmile are convenience stores operating in the retail sector. In a fiercely competitive environment, competitors in the same industry are always ready to use competitive forms of price and service quality to attract customers. The author has conducted research on the history and characteristics of the CRM system at Ministop,

FamilyMart, CoopSmile; compare the strengths and weaknesses of these CRM systems to promote and exploit the strengths and at the same time overcome the weaknesses in order to upgrade the CRM system towards effectively serving the business strategies of Ministop, FamilyMart, CoopSmile.

**Keywords:** customer care, customer retention, MiniStop, FamilyMart, CoopSmile

### 1. Introduction

#### 1.1. Urgency of the research problem

In today's market economy, the role of enterprise information management as well as customer information plays a very important role for the survival of a business. When the needs of customers are increasingly diverse and rapidly changing, it is necessary to have a good information management system to exploit the opportunities to attract customers and build good customer relationships. Market expansion and product diversification.

Being competitive and attracting customers is the most important thing in business. Managers need to have their own strategies and advantages to do that. CRM system model is the best customer information system to manage, manage business activities, Attract customers, Expand market, profit and reputation.

Ministop, FamilyMart, CoopSmile operate in the retail sector. In a fiercely competitive environment, competitors in the same industry are always ready to use competitive forms of price and service quality to attract customers. We conduct research on the history and characteristics of the CRM system at Ministop, FamilyMart, and CoopSmile. Compare strengths and weaknesses of CRM system to promote, exploit strengths and overcome weaknesses of CRM system at Ministop, FamilyMart, CoopSmile.

#### 1.2. Objectives of the study

The goal of customer care research in Ministop, FamilyMart, CoopSmile. In order to evaluate the performance of this chain of stores through the level of satisfaction, needs, and evaluation of customers through the products and services provided.

- Evaluate the customer care work at the store, the advantages and disadvantages of creating relationships with customers.
- Grasp the situation, order and principles of customer care and maintenance at Ministop, Family Mart.
- Find out which products or services are of most interest to customers, which services are stable or not, and where the key gaps lie.
- Giving proposes amending s cancer or strategies for improvement.

## 2. The Oretical basis

### 2.1. Overview of the CRM system

#### a. Concept

Customer relationship in the enterprise (CRM - CUSTOMER RELATIONSHIP MANAGEMENT) is understood as a method to help businesses approach and communicate with customers in a systematic and effective manner, manage customer information such as account information, needs, contact to serve customers better.

#### b. Benefits of CRM

Promote long-term relationships between customers and businesses, help customers understand better, be served more thoughtfully. Thanks to CRM, customers feel very cared about from very small things: interests, needs, birthdays, holidays...

Helping businesses listen to their customers more, easily manage their business situation and development in the past, present and in the future. Helps businesses promote brand products quickly, easily and with the least cost, and is also a tool to support businesses to centrally manage their resources, as well as manage employees effectively. effective.

Providing managers with many effective support tools, helping managers quickly make statistics, analyze and evaluate the business situation of enterprises from the past, present and future. Detect potential difficulties and risks of enterprises so that they can promptly provide appropriate solutions for those problems. At the same time, CRM also allows managers to assess the situation and performance of each subordinate employee.

Effectively manage your work time, understand detailed information about your customers to provide a quick and reasonable support method, create credibility for customers, retain customers longer.

#### c. CRM Operational Process Elements

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.

*Sales:* Sales are considered the core of CRM, in professional selling it perform tasks such as trading, mailing labels, emails, quotes, make appointments, contracts, sales or both manage liabilities, collect money.

*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.

#### d. Points to be considered to deploy CRM success

First, leaders have a role to play in having the determination to implement CRM. Then there are departments in the

business that implement and work with CRM processes, CRM software. Leaders must help employees understand the benefits CRM brings to their current and future jobs so that employees are ready for change and implementation.

### 2.2. The role of the CRM system in the business strategy of convenience stores

#### a. Provide a clear overview of the customer

The CRM can know your customer's past history with you, the status of their orders, any outstanding customer service issues, etc. You can even choose to include information from communication activities. social - what customers like and don't like, what customers are saying and sharing about you or your competition. Marketers can use a CRM solution to gain insight into upcoming sales or prospects, making forecasting simpler and more accurate. You'll have clear visibility into every opportunity or lead, showing you the journey from need to sale. Some of the other greater productivity benefits that CRM offers beyond a single sales and marketing software, CRM can be applied to every business process from human resources to customer service and supply chain management. response.

#### b. Better customer support

Customers today expect fast, personalized support, any time of the day or night. A CRM system can help you deliver the high-quality service your customers are looking for. Your agents can quickly see what products customers have ordered, and they can get reports on every interaction so they can give customers the answers they need, fast.

#### c. Improve products and services

A good CRM system will gather information from a wide variety of sources across your business and beyond. This gives you unprecedented insights into how your customers perceive and say about you - so you can improve what you offer, spot problems early, and identify gaps.

### 2.3. Features of the CRM system at convenience stores

Customer management software CRM helps customer care activities become more professional through the integration of sms marketing tools, email marketing, IP PBX. Especially when using the software, you will not need have to remember any information about the customer and still be able to take care of the customer. Implementing CRM software into your business helps to strengthen the relationship between the customer and the business.

CRM helps retain loyal customers and attract new customers. Establish long-term and close relationships between businesses and customers. Customers will always support your business if you apply the right customer care strategies.

CRM software helps business leaders assess the business performance of the business accurately. All data about business information, business situation of the enterprise is displayed in the report quickly and accurately. In addition, CRM is a tool to evaluate the work of employees, fix problems in time, measure accurately and quickly.

- *Flexibility in operational processes:* This shows that CRM is suitable at convenience stores, depending on the operation, it can be divided into different departments and divisions.
- *Flexibility in use:* CRM solution is used flexibly thanks to cloud computing technology, to support people to

flexibly use CRM anywhere, anytime, just need the internet.

- *Benefits obtained in the long run:* CRM when used will not see its effect immediately, but will receive the effect after a period of data entry. After a certain period of use, businesses will get aggregated analysis data of their business situation and from there they can come up with specific strategies for their business in the next time. Using CRM to store information will no longer worry about losing data or finding the desired information has become convenient.

With the features of a collaborative working system, CRM helps to quickly organize the online sales department, create sales teams with work assignment and maximum control to each group, each salesperson. business right on the system. In a customer service organization is the process of conveying information and services related to all of the store's products and brands. Customer satisfaction depends mainly on the quality of service provided to customers by a supplier. If the quality and orientation of your service matches the expectations of customers, your organization will surely succeed and have a beautiful image in the eyes of "God".

### 3. Research methods

#### 3.1 Sources and methods of data collection

There are different methods to collect data. One can be divided into two types. These are the desk method and the field method. The desk data collection method is the method of collecting data that is available inside and outside the company, i.e. secondary data. However, by means of modern telecommunications such as the web, e-mail, telephone, networked video recorder, researchers can indirectly approach the subjects to collect both primary and secondary data.

Thus, the data collected can sit in the office to search the data of secondary and primary. In the Internet age, this method is easy to implement. However, at present, in Vietnam, secondary data sources are still limited.

Field methods include various forms of primary data collection. Those are the methods:

#### Observation method

Methods of observation is the method of collecting primary data about customers, about competitors using people or machines to record the phenomena, behavior of customers, the workers company members, and that of competitors. The purpose of the observation is to record the behavior and words of employees and customers when they are at places dealing with customers.

#### Interview method

Interviews is the method of primary data collected by way of interviews the selected object. This is the only method to know the opinions and intentions of customers. However, the interview method also has certain disadvantages. It is high cost, time consuming and many times interviewees do not answer or answer dishonestly (especially for Asians). Interviews can be conducted by face-to-face personal interviews, public interviews, focus group interviews, telephone interviews, and mail interviews. Each of these methods also has its own advantages and disadvantages.

Personal face-to-face interview

Interview in a public place

Focus group interview

Telephone interview

Interview by mail

#### Experimental method

The experimental method aims to create artificial conditions to determine the outcome when we change a certain variable while keeping other variables constant, that is, to discover the cause-and-effect relationship of two variables. certain variables or test hypotheses.

#### 3.2. Research methods

Research methods are used as methods of data collection from references, comparative methods, analysis and synthesis of theories.

- Method of data collection from references: This method is based on primary and secondary information sources obtained from available references to build the basis of arguments, thereby drawing conclusions. on customer care and maintenance issues at convenience stores. On the basis of data, information is available in documents and documents by logical thinking operations to draw conclusions about customer care and maintenance issues at Ministop, FamilyMart, CoopSmile.
- Methods of theoretical analysis and synthesis: Collecting information from articles, journals, and scientific research documents of other authors to analyze and synthesize documents related to health care issues. customer care and retention at convenience stores.
- Comparative method: From the relevant literature, we compare the customer care and maintenance methods of convenience stores. Besides, in the current Covid season, has the issue of customer care and maintenance changed compared to before and given the results of the research process.

#### 3.3. Research process

Research processes include selecting subjects, collecting data, identifying issues to be researched, planning-proposal formulation, and the final step of conducting the research.

- Select research object: first we have to localize the object we need to target, and choose the most appropriate object for us to study.
- Collecting data: once we have selected the main customers of ministop, we need to have relevant documents to be able to build our own knowledge, through which we will easily grasp the mind. customer's reason
- Identify relevant issues: To get the best preparation, we must ask questions and answer ourselves the problems around which are the research object, research scope, research purpose, and content. research content, research methods
- Planning - building outline: study plan is a written synthesis steps villa c hiệ n and a specific time for each step, assigning tasks to each member of the team. Research outline is a document that proposes detailed contents for a research work based on the progress of activities in the implementation phase.

- Conduct research: to achieve the stated goal, we need to conduct a multitude of work both in theory and in practice, including hypothesis, data collection and processing, and then synthesis of results. and draw conclusions.

#### **4. Research results and Discussions**

##### **4.1. Strengths and weaknesses of CRM systems at Ministop, FamilyMart, CoopSmile**

###### **Strengths**

Building a professional image through each contact with customers. How would you respond quickly to all customer inquiries without CRM software? How much time does the consultant need to look up documents, contact the departments in charge to find answers to all customer questions? How long does a customer have to wait for their problem to be resolved? Today, thanks to Faceworks CRM software, consultants can access individual customer profiles and product information. The capture of information quickly and accurately both satisfies customers and shows them a professional consulting style.

Lightweight software that still ensures data security. Since it is an online software, it will be accessed using a web browser. You do not need to worry about your computer not having enough memory to install, having to depend on any server. The data stored on the Faceworks system will be absolutely safe, without worrying about being lost due to unforeseen reasons such as viruses, reinstalling windows, changing machines, etc.

Save time and resources. Because now you don't need to work with dozens of individual data files anymore. All customer information is integrated on the software system and can be quickly looked up and used after just a few mouse clicks. The time saved can be allocated to other tasks.

Access anytime, anywhere with just an internet-connected device. This will be very effective when you go on a business trip, meet customers outside the company area. No need to prepare complicated documents in advance because everything is already on the software.

Proficient in reporting and predicting market trends. With the ability to synthesize outstanding data, the software supports creating report charts and statistics quickly. You don't need to do it manually and don't waste time aggregating data from multiple distributed sources like before.

###### **Weaknesses**

It takes time and cost to deploy the system. Applying a completely new working method will take quite a lot of money and time to stabilize business operations. Not only buying the software, installing the software is done, but also having to convert old data to the software and it takes time to get used to the software operation.

Difficulty in implementing, changing the traditional working culture. Because not only an individual need to change the way they work, but the whole business. As people get used to the traditional way of working, transitioning to a new way is a challenge that not everyone can adapt to quickly.

The software doesn't have all the features businesses need. Because currently mainly units provide a package CRM software, but each business has a different mode of operation, it is not possible to apply the same software for all businesses.

##### **4.2. Promoting and exploiting the strengths of the CRM system at Ministop, Family Mart, Coop Smile**

Applying CRM system to customer information management at Ministop, FamilyMart, CoopSmile is a growing trend in the market. However, using any software or system has strengths and weaknesses that businesses need to consider before choosing. First of all, we cannot deny the benefits that a CRM system brings:

###### **Building a professional image through every contact with customers**

How can we quickly respond to all customer inquiries without CRM system software? How much time does the consultant need to look up documents, contact the departments in charge to find answers to all customer questions? How long does a customer have to wait for their problem to be resolved? Today, thanks to a CRM system, consultants can access individual customer records and product information. The capture of information quickly and accurately both satisfies customers and shows them a professional consulting style.

###### **Lightweight software that still ensures data security**

Since it is an online software, it will be accessed using a web browser. There is also no need to worry about your computer not having enough memory to install, having to depend on any server. The data will be saved on the system to be absolutely safe, without worrying about being lost due to unforeseen reasons such as viruses, reinstalling windows, changing machines, etc.

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Because now there is no need to work with dozens of individual data files anymore. All customer information is integrated on the software system and can be quickly looked up and used. The time saved can be allocated to other tasks.

###### **Access anytime, anywhere with just an internet-connected device**

This will be very effective when going on business trips, meeting customers outside the company area. No need to prepare complicated documents in advance because everything is on the software.

###### **Proficient in reporting and predicting market trends**

With the ability to synthesize outstanding data, the software supports creating report charts, data statistics quickly. We do not need to do it manually and do not waste time aggregating data from many distributed sources like before.

###### **1. Enterprises self-deploy CRM software system**

Build a customer relationship management system with features suitable to the business field, needs and operation process of each business.

###### **Efficient use of available resources in the business**

Actively develop skills and resources to develop the system, meeting management needs when there is change and development

###### **No dependencies and CRM software vendors**

2. Invest in CRM customer relationship management software system.

At Ministop, FamilyMart, and CoopSmile stores, there will be a wide selection of software suitable for business fields and operational processes. Can test before buying, support and advice throughout the process of using the software  
It does not take time to build and perfect the system, which can be applied in a timely manner

3. Hire a business to do customer relationship management services

No time and expense to build the system yourself or buy software hay

Only cost the service when there are specific results

#### **4.4. Overcoming weaknesses of CRM system at Ministop, FamilyMart, CoopSmile**

However, nothing is perfect, using the CRM system at Ministop, FamilyMart, and CoopSmile still has some disadvantages that need to be overcome such as:

##### **It takes time and cost to deploy the system**

The application of a completely new working method will cost quite a lot of time and money to stabilize the operation. Not only buying the software, installing the software is done, but also having to convert old data to the software and it takes time to get used to the software operation.

##### **Difficulty in implementing, changing traditional working culture**

Because not only an individual need to change the way they work, but the whole business. As people get used to the traditional way of working, the transition to a new way is a challenge that not everyone can quickly adapt to.

##### **The software does not have all the features businesses need**

Because currently mainly units provide a package CRM software, but each business has a different mode of operation, it is not possible to apply the same software for all businesses.

##### **Enterprises self-deploy CRM software system**

Enterprises have to trade off time and costs to build the system, maintain and operate the entire system.

Limited qualifications and experience of the team of programmers. Self-deploying a CRM system is often more effective for large businesses with a team of programmers with in-depth technology and technical knowledge, understanding the company's operating processes. The self-deployment of a customer management system by enterprises can make the most of internal resources, but it will be a waste of time and budget, if not done correctly.

##### **Invest in CRM customer relationship management software system**

Loss of initial deployment and maintenance costs

Enterprises must depend on changes from software vendors

The software is not unique according to the needs of each business

*Hire a business to do customer relationship management services*

Businesses do not understand the customer system as well as the quality of customer care services

Enterprises have to depend on service providers, which makes it difficult to actively implement business plans as well as when there are changes and developments.

Risk of data system loss if the service provider goes bankrupt. Therefore, we need to overcome the weaknesses of the CRM system to make the stores at Ministop, FamilyMart, and CoopSmile more convenient and easy to grasp:

The software is quick to install, simple and easy to use.

Always ready to support customers during the time of using the software.

Organize training sessions for employees to ensure everyone is able to use the software proficiently.

Design software based on the needs of each different audience to provide the most perfect solution for each business.

## **5. Conclusion and Recommendation**

### **5.1. Conclusion**

In the context of the current competitive market economy, science - technology is constantly developing, people's socio-economic life is increasingly improved, so to stand on the market requires Ask Ministop, FamilyMart, CoopSmile to constantly innovate to improve service quality. One of the issues that play an important role and need to be improved first is customer care. Effective customer care and management helps businesses establish good relationships with customers, improving their competitiveness.

In order to perform well in customer care and create a competitive advantage over competitors, in the coming time Ministop, FamilyMart, and CoopSmile need to promote their strengths and overcome remaining problems. Thereby helping to retain loyal customers and attract more potential customers to bring economic efficiency in business activities. Maintaining good relationships and keeping customer engaged is important for customer purchases and repeat purchases, this is the heart of CRM functions. CRM is the place to see everything, simple pages of customer history, order statuses, highlights and important information and much more.

The CRM tool enables the scientific collection and organization of data about customer interactions, making it easier to access and manage, facilitating data analysis, identifying sales opportunities, CRM offers many benefits and advantages in customer care and management.

Based on the results obtained after the research process, the team proposed solutions and some specific and detailed recommendations, in order to contribute to creating a quality-oriented service culture at Ministop, FamilyMart, CoopSmile.

### **5.2. Recommendations and proposals**

#### **For leaders of Ministop, FamilyMart, CoopSmile**

*For manufacturers:* Leaders need to ask manufacturers to distribute products to stores without any intermediary channels, ensuring delivery of goods in a timely manner.

*Product quality policy:* Leaders need to ensure food safety, strictly manage the processing and production of lunch boxes, sandwiches, etc. Carefully select and select processed materials, avoid products damaged beyond the expiry date. Diversify main products such as instant food in the form of bowls, boxes, Cups for customers to choose freely.

*For the organization of personnel:* Leaders need to ask the organizing committee to select personnel in a more professional way such as:

- Qualified employees must be confident in communication, gestures and actions.
- Always greet customers in an open and cheerful manner.

- Senior staff should pay attention to the behavior as well as the attitude of the salesperson.
- Set out regulations on sanctions for employees who are complained by customers.
- Reward excellent employees during the week, month, quarter, year for all employee levels.

### **For marketing, sales and customer service departments at Ministop, FamilyMart, CoopSmile**

Using PR tools, publish PR articles, divided into 2 contents. Firstly, the PR article introduces the needs of consumers who want a fast, polite and affordable shopping place. Second, the magazine talks about the convenience of fast food items in today's busy industrial era, the next can introduce the use or advantage of some outstanding items.

Promoting the strengths of Online Advertising, setting up topics and conducting Seeding on major forums and social networks such as Facebook.com, Zing.vn, diadiemanuong.com to introduce this place as an ideal place to stop and eat very fast, convenient, healthy, especially students, office workers.

Participating in events, consumer fairs, trade fairs to create prestige and brand image closer to Vietnamese consumers, and at the same time, an opportunity for gawhp to remove investors and mullet looking after business.

### **For customer service**

Increase the expansion of cash registers and staff in stores with a large number of customers such as schools to serve and pay quickly, avoiding losing customers' time.

Most of the customers are students, so the store needs to be strict with the sale of products such as alcohol, beer, and cigarettes to underage customers.

Organize the distribution of loyalty cards in a more professional way because most of the customers who come to shop rarely use this card.

Organize promotional events, win prizes for customers to create excitement and comfort when shopping.

### **For customers of Ministop, FamilyMart, CoopSmile**

Struck together all customer information into a system, keeping all information and transaction history with the customer. This helps businesses avoid the case that each employee manages and takes care of their own customers, leading to the loss of customer information when the employee quits.

Control what employees are doing and how customer care progress is for each customer. This ensures that the staff will implement the sales and customer care process in accordance with the standards, avoiding the case of losing customers due to poor care.

Ensure the sharing of customer information between departments.

The CRM system helps businesses effectively gather and exploit accumulated business knowledge and "inherit" for future generations. It won't take long for businesses to train new employees.

### **5.3 CRM development to face challenges and opportunities at Ministop, FamilyMart, CoopSmile**

The trend of customer management is getting more and more attention from businesses. It can be said that in this day and age, customers can easily access information to purchase. This requires businesses to also have specific

strategies to take care of their potential customers. Following are the solutions to Ministop, FamilyMart, CoopSmile:

### **Solutions to manage customer data cave**

In order to take care and support customers in the best way, you need to save all important customer information such as: full name, address, contact, interests, transaction history ... If the number of customers If the order is small, the unit size is limited, you can completely manage it with Excel files or traditional manual books.

In contrast, with the number of customers up to hundreds of thousands of people, the management according to the old model is impossible. Therefore, what businesses need is a software to help manage and care to store customer information and data in a scientific way.

With the use of CRM software will help businesses solve the above problems. In addition to synchronously storing customer information systems on a single platform.

### **Solution to classify target customers**

Customer segmentation is the task of dividing customers into groups based on their purchasing needs. Customer classification is only done after you have conducted a customer survey. The effect of customer classification solution to help businesses divide which groups of customers have purchased, are learning about goods or services.

### **Automated customer care solutions**

After grouping the target audience, the next job is to produce content suitable for each group. Each group will have different needs, questions and concerns. And the mission of that business is to answer customer problems. Maybe this will not increase sales efficiency immediately for the unit, but it is a solid premise to strengthen the reputation and brand of the enterprise to users.

### **Solution to connect with customers via Facebook**

Like it or not, it must be acknowledged that social media channels are becoming increasingly popular. Users go to social networks more to buy, search for products... Managers and business owners accordingly cannot ignore Social channels to reach and support potential customers.

Managers are responsible for motivating employees, leading and managing each stage of the development of the CRM strategy. Especially when there is a change in organizational structure, in business processes and changes in corporate strategy.

After being able to collect a large amount of information across the organization, and at the same time can deploy the work of the whole system, deploy to each employee, your company needs to create a project team to perform customer care work. CRM effectively, ensuring the quality of work. Each member of the team needs to be experienced, work diligently, and show professionalism. For each strategy, the member is an important key that affects the success or failure of the entire process of defining and developing the company.

CRM strategy will include all departments of an organization, related to financial information, production, sales, marketing, distribution. Therefore, want to implement or build Building a good CRM customer care strategy requires support from each employee in different departments in the company. Also make full use of the critical feedback of these employees in the process of formulating and developing the CRM strategy.

For each employee and each department, it is necessary to consolidate and keep information about all developments and implementations throughout the process that have been and are being implemented. The company needs to train employees on the positive approaches and end results of the CRM strategy to create the highest work efficiency.

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