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The strategic approach to CRM at Big C Vietnam

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Abstract

The study aims to highlight the problem of the formation and development of CRM system at BIGC. Research topic on documents and CRM system and analyze the formation and development of CRM to see how CRM changes over time. BIGC supermarket needs to identify customers as the most important factor and the key of BIGC. On the issue of customer satisfaction must be carried out throughout the process to strengthen the customer relationship with BIGC. In fact, Vietnam is considered as the potential of the retail

market, so the big corporations have chosen Vietnam as the market. Improve the quality of facilities, improve the ability to satisfy customers and innovate the quality of goods. Retail business management needs to identify the factors affecting the business that customers perceive and evaluate. The purpose of this study is to explore the factors constituting service quality and its influence. From there, give policy suggestions to help the supermarket system increasingly have a competitive position in the retail market in Vietnam.

Keywords: Formation, system development, service quality, CRM, BIG C

1. Introduction

1.1. Overview of the research problem

CRM stands for customer relationship management, which means "customer relationship management". CRM is building a strategy to develop attachment to customers through studying customer needs and habits. Research remotely or approach, communicate with customers systematically.

Currently, in the Vietnamese market, the business situation is developing to a new level. Each organization will often have its own, less shared customer database source. Therefore, after-sales customer care is often overlooked because sales staff often change jobs. On the other hand, Vietnamese enterprises have almost no R&D department, so there will be no innovation, creating new and better things to meet customer needs and to guide production and business. sales for the company's products. Usually, Marketing or Sales staff will often keep secrets and rarely share information, so this is the biggest obstacle when applying CRM. Because employees have to regularly update data and information without bringing real practical benefits to them. Most businesses today also lack interest in CRM tools.

People's lives are improving day by day, leading to people's shopping needs also increasing and there needs to be a large shopping supermarket to be able to meet everyone's needs, besides the problem of keeping fit. Customer satisfaction is of utmost concern, as well as promotional programs must be diversified and reasonable

With customers, BIG C can grow and stand firmly in today's market. Big C na supermarket system has been present all over the country to meet everyone's shopping needs

In the process of implementing CRM, using technology, software and systems is extremely important to help the management, implementation and monitoring process more effectively. In the process of implementing CRM, using technology, software and systems is extremely important to help the management, implementation and monitoring process more effectively.

1.2. Urgency of the research problem

Private label is no longer a stranger to consumers globally and private label products have become a regular choice of consumers nowadays. However, for Vietnamese consumers, there are still many fears and doubts about this product line, especially the price and quality factors.

Therefore, the author studies this topic to better understand the development situation of private labels today. From there, have a more comprehensive view of this product, and its effects on people's consumption, and predict whether the private label line will grow even stronger in the future? One of the most effective and successful retailers today is BigC supermarket. That's why the author has chosen the topic: "Developing private labels of BigC supermarket's consumer goods. Through the topic, the author wishes to give readers a new look at private labels and why choosing a private label is an effective solution in the current period.

1.3. Research objectives

The objective of the study is to study the theory of information systems and CRM models. Research on the concept of information system, the concept of CRM model, the process of forming and developing the CRM system, the benefits and application of the CRM system in Vietnamese enterprises. The model will bring benefits to businesses in the business process and propose some solutions to develop the CRM system to confront the future challenges and business opportunities of BIG C.

To understand clearly about customers, customers' wishes when shopping at BIG C supermarket, whether the needs are met or not, all will be answered.

To find out the current status of private label products at BigC supermarket. Thereby proposing measures to develop private label products at BigC supermarket to bring products closer to consumers.

2. Theoretical Basis

2.1 Overview of the CRM system

CRM is the work of approaching and communicating with customers, managing customer information, thereby serving customers better and establishing sustainable relationships with them. In other words, based on data and information obtained from customers, the store will devise a reasonable and effective customer care strategy.

CRM is the overall process of building and maintaining customer relationships most profitably by providing greater value and satisfaction to customers.

CRM activities not only take place in a certain department, but also need coordination between many locations in the store. This will help the work to be more systematic and smooth.

Store managers/owners: These will be the people who build the customer management process for the store. Building a process not only helps employees have a better work orientation, but also makes it easier for management to monitor and evaluate performance.

Sales department: These are the people who directly talk to customers. Sales staff will handle customer requests, advise them on the products that best suit their needs and desires. Besides, this department is also responsible for recording customer information to serve the customer care work later.

Customer care department (if any): Stores may also have customer service staff to provide the best after-sale service. They will be the ones who have to listen to the customer's problems and offer ways to handle those problems quickly and effectively. Moreover, they also have to take care of tasks such as calling, texting or emailing to show the best interest to customers.

Combined with other departments (if any): If the small stores

do not meet the human resource requirements, the sales department and the customer care department can combine. The staff at the store is in charge of both sales and customer care.

CRM workflow

Sales: this can be considered as a main task of CRM, in sales operations, there are activities around such as: Transactions, mailing labels, emails, quotes, appointment schedules, contracts, shipment, collection money.

Marketing: When a customer buys our products, that means a transaction has been made, the next step is to set up marketing plans to entice customers to buy more of our company's products.

Service: When customers buy products from the company, the next job is to provide the best services for customers such as: giving gifts on the occasion of the company's establishment, February 14, March 8, November 20... The purpose is to attract customers to return to buy from the company for the next time.

Analysis: When we create a list of target customers or customers who have purchased our company's products (Customers have made any transactions) The analysis will be considered as a key element for our companies. Sales, marketing, and service follow-up such as analysis by age, region, which products are best sold, and time.

Collaborative: Provides the ability to interact with customers (phone, email, fax, web, sms, post, in person). CRM helps businesses interact with customers through all channels (direct contact, mail, fax, phone, web, e-mail) and supports the coordination between teams of employees with customer channels. Collaborative CRM is a solution that ties people, processes and data together so businesses can better serve and keep their customers.

2.2. The role of the CRM system

Customer relationship management not only plays an important role in the business, but also contributes to helping the store have a stronger position in the customer's mind. This is an activity that brings a lot of practical benefits to the store: For management: Tracking customer information and obtaining data on customers' habits and behaviors will help store owners make more appropriate business decisions. By understanding customers, evaluating customers, you will be able to devise reasonable sales and customer care strategies. This will contribute to improving sales efficiency as well as increasing sales revenue more effectively.

For employees: Customer relationship management will support employees in order fulfillment as well as customer support. You will be able to use customer information to simplify the sales process, making selling much easier. Besides, customer care activities are also based and implemented more quickly.

For stores: Effective customer relationship management will help stores maintain a certain number of customers as well as win the trust of new customers. As a result, marketing costs are significantly reduced and other tasks also go more smoothly. Besides, the store also has a more systematic and professional working process thanks to customer management activities, bringing a new image to the store in the eyes of customers.

2.3 Features of CRM system at retail supermarkets

CRM is a "method" because it's a way of finding, organizing,

and processing customer relationships. It can also be said that CRM is a strategy, because it includes a clear and detailed plan. Indeed, the CRM strategy can be considered as the basic strategy for all other strategies of the organization. Any organizational strategy that is not responsive to the creation, maintenance, and expansion of relationships with the organization's target customers is considered unsatisfactory for the organization.

Second, CRM is a "holistic" approach because CRM is not exclusively for sales and marketing activities, nor is it primarily responsible for the customer service department in the organization or the IT department. Each department corresponding to each specific function in the company is related to the CRM strategy. In other words, CRM is a strategy or method that is devised and implemented that is relevant to all departments and divisions of the company. In case the CRM is not related to a certain department, for example, the IT department, the quality of customer relations will be reduced. Likewise, when any part of the organization is outside the CRM plan, the organization will face great risk in the process of implementing its customer relationship management.

Third, we say to the phrase "create, maintain and expand". This means that CRM is concerned with the entire life cycle and buying behavior of a customer (before - during - and after purchase), as well as closely linked to the organization's business processes (marketing) and after-sales care). When you implement a CRM strategy you must obtain and analyze data about your target customers and their purchasing behavior. From this source of quality information, you can better understand and predict the buying behavior of your customers.

3. Research Methods

3.1. Sources of data

Microsoft Dynamics CRM: Microsoft (like others) followed Salesforce into the CRM market with a 6.3% market share, equivalent to \$1.1 billion in 2012. The biggest advantage of this customer service software is that it integrated with other Microsoft applications, from simple apps like Outlook and Office to resource planning apps like Dynamics GP, this system simplifies tracking an account's email, a contact, or a sales opportunity.

HubSpot CRM: HubSpot is an American-based company that develops and sells software for Marketing and Sales. HubSpot is also the name of the software (All In One Marketing) that provides all the tools you need to run a HubSpot CRM campaign. HubSpot CRM is easy-to-use and reasonably priced software that integrates with popular software and automates repetitive tasks.

Sugar CRM: Founded in 2004, SugarCRM offers a lightweight, open-source CRM platform that has proven its popularity among small and medium businesses. SugarCRM has both a download and a cloud version and ranges from \$35 to \$150 per user/month, or you can buy it right away. SugarCRM has mobile apps for iOS, Android, and BlackBerry operating systems. The desktop version integrates with a number of email, calendar, and file management applications, including Outlook, Gmail, Lotus Notes, Google Apps, and Box.

Insightly CRM: Founded in 2009, Insightly offers a Freemium cloud-based CRM software solution for small businesses. Insightly claims to have more than 350,000 people using its service worldwide. The starter version

(\$29/month), the premium version (\$49/month), and the professional version (\$99/month). Tight integration with Google applications, Gmail, and Google Drive has helped Insightly grow quite quickly. Support for Google services is still evident, but now Insightly is also integrated with Evernote, Office 365, Outlook, and MailChimp.

Apptivo CRM: Apptivo does a great job of checking all the user's CRM boxes. A nice price, friendly interface, and plenty of customization make it an easy choice for Editors, especially for small businesses looking to get started on CRM quickly. Apptivo Targets Small and Medium Business (SMB)

Zoho CRM: Zoho CRM is a Freemium offered by Zoho Corp, which was founded in 2005 and announced its Web-based CRM software in 2006. Zoho offers a free version of CRM for three users. and cost between \$12 and \$35 per user/month across three different support levels (standard, pro, and premium). Zoho CRM mobile apps run on iOS, Android, and Blackberry devices.

3.2 Methods of data collection

Analytical and Synthetic Research Methods: Read the Customer Relationship Management textbook to analyze the theory contained in the book as well as references on the internet to understand the problem of the CRM system. From analyzing the problem clearly, then synthesizing to give the research results and recommend the limited issues.

Data collection method: In this method, the researcher needs to collect secondary data. And based on that to analyze the research problem and draw conclusions

Comparative method: comparing the traditional customer relationship management at BIGC and with the modern CRM system has brought great benefits to BIGC, saving costs for BIGC. From there, draw conclusions for the study. From the research method, draw conclusions for the research process, draw conclusions and give solutions and recommendations

3.3. Research process

Step 1: Identify the problem to be studied

Usually it starts with an overview through initial fundamental research (in-office research) or monitoring market movements, it is important to identify the relevant research issue. What stage of marketing experience are you at? What do you research to clarify?

Step 2: Choose a research technique

Primary data: This is the type of data that is actually collected directly from the foreign market, mainly through field research This type of research is usually related specifically to your product, done in-market and often followed by in-office research.

Secondary data: is data that has been collected by others (for example in books, internet etc) and you collect for analysis at the office. Primary data is less expensive and by using the internet you can find a lot of data from online databases

Step 3: Make a research plan

Once you have clearly defined the problem to be researched and the research techniques used, you need to establish a "Research Plan" to obtain the necessary information.

Step 4: Collect relevant data

A major limitation of data collection abroad is that data on

specific market areas or specific product groups are often not available because in these countries there are no government agencies responsible for them. Responsible for collecting these data on a regular basis.

Step 5: Analyze and transform data into information

- Filter and compare reliable and useful information
- Categorize and avoid getting lost in an overload of information
- Organize and compare data with the problem to be studied

Step 6: Convert information into applied knowledge

Explain the cause and predict the problem will occur

4. Research Results and Discussions

4.1. Strengths and weaknesses of the CRM system of supermarket Big C

Strengths

There is a source of loyal customers with high trust for BigC brand. Acquiring "a core team of people with optimal management skills and the ability to adapt to market changes through customer approach and market analysis in each region". Constantly improving and building preferential policies for customers in accordance with each time and the shopping needs of customers. Always treat them as smart consumers. Good staff and customer care is always a priority. Always aiming for the selection of quality products, in line with the policy of "Cheap for everyone", in addition to the convenience and benefits for customers through BigXu loyalty programs. to retain customers.

The style and service of each department for the best customer experience. Having a strict service and quality assessment system: fast home delivery service after customers' shop, free return policy, etc. to help customers have trust and love to shop at supermarket.

Flexible financial policy with 0% interest installment payment for electrical appliances, exchange old for new ownership, discount, gift, free installation. For example, the program "Installment: 0 VND - 0% interest". Good cooperation relationship with banking, finance, insurance, real estate, food service, health. Having an extremely good customer interaction network system as the most commonly used and most effective is Distributing promotional leaflets on continuously discounted items to reach and serve the consumer needs of customers in the most convenient way.

Weaknesses

In addition to the strengths, BigC's CRM system also has weaknesses such as stiff competition from other retail supermarkets. The density of supermarkets is not as thick as competitors, making the ability to recognize the brand in customers is not high. Having suffered a sharp decrease in purchasing power in some non-essential products due to the impact of the COVID-19 epidemic, despite attracting customers with different incentives and variety, people's fear of crowded places still worried when the epidemic became more and more complicated.

Retail businesses will not stop planning and pouring money to win the market. Many big players in the industry acquire each other to create a leading position, causing great pressure on business. Many products are seasonal, not favored by the weather, the inventory is frequent. Marketing costs are not much. BigC's target customers are no longer as limited as

they used to be. The cost in creating, maintaining and enhancing the company's brand equity is not high. Remuneration policies for longtime employees do not have much to keep them.

4.2. Promoting and exploiting the strong points of the CRM Big C

BigC is constantly creating, innovating and constantly developing by improving product value, launching many promotional programs as well as elevating customers when shopping. Sales and customer service staff always appreciate the dedication and enthusiasm. Always aim to choose quality consumer products, ensure safer, during and after the sale. With the strategic goal of targeting customers as a strong point to attract consumers' attention through the criteria, "Go to the market a lot, the fee is not much", "Cheap price for every home" is a big difference with the market. rival fish. In addition, BigC also has a service, free home delivery service after shopping, a return policy of 1 for 1 in 45 days to help customers have trust and satisfaction with BigC's products and services.

The supermarket is committed to continuing to give customers the best shopping benefits with the quality, safety of products and attractive promotions. Improve the quality of after-sales service, maintenance, delivery, installation and other services. Committed to providing customers with high quality products, reasonable prices and reputable brands. Regularly searching, exploiting and distributing new products, suitable to customers' needs, interests and health, will continue to innovate in all aspects to bring the brand to a professional and better stature?

Timely adaptation is also BigC's advantage, especially in the current difficult period when the Corona epidemic continues to affect everyone's life and the supermarket is also committed to representing the retail supermarket chain. If you are large, you will always have enough goods, do not increase prices, and maximize delivery capacity, which is also the prestige, receiving high trust in the eyes of consumers.

4.3. Overcoming the weaknesses of the CRM system at BIGC

In recent years, the retail market in Vietnam has undergone tremendous changes with the transfer of business rights between Berli Jucker Group (BJC) Thailand and Metro Group (Germany) taking over the entire operation. The business of Metro Cash & Carry Vietnam or Vingroup acquired the Ocean Mart retail supermarket chain with 11 already in operation with an estimated price of around VND 800 billion. In the near future, a series of foreign retailers Lotte, Aeon, Auchan and the world's largest retail brand Walmart will also enter the market, which means increasing competition.

BigC will continue to implement expansion and expansion strategies to compete with competitors in the market. The increase in scale is mainly reflected in the opening of new business locations, especially in big cities, not in the old supermarkets that have opened. For the opened supermarkets, BigC focuses on sustainable development above all. This direction not only ensures the competitiveness of enterprises in the market, but also ensures the long-term stable development of the system in Vietnam.

The program "BigC and manufacturers find a way out for domestic products" aims to increase the proportion of local goods in the structure of supermarket goods. Get more

entrepreneurs involved. In order to minimize costs, BigC has negotiated with suppliers to settle contracts, so the price of goods will be cheaper than at some other retail locations.

BigC understands the weaknesses of some other supermarkets that are concentrated in large centers, so many customers have demand, but the geographical distance causes obstacles for customers, so to minimize customer support costs. Has established a bus system to transport customers at the same time, BigC also brings home the service of transporting customers' purchased goods, hitting the psychology of customers afraid to buy. At the supermarket, the parking space is expanded or rent more locations near the supermarket to quickly park and pick up the car.

Increase the customer service and delivery counters and increase the staff at the counter to wrap gifts for customers. To increase more mobile sales counters to prioritize selection of essential items and items to serve Tet needs for residential areas near supermarkets.

In addition, loyal customers (membership cards) enjoy many benefits in terms of purchasing policies such as promotions, discounts, etc. promotions at BigC intertwine weekdays and between times to pull increase the number of customers entering the supermarket.

The more knowledge the customer support staff has, the more they will improve themselves. At that time, they have more skills to handle situations with customers according to all requests from complaints, compliments or questions. Listening back to the conversations will help managers identify employee shortcomings and assist them to improve. Continually help individuals improve themselves as well as focus on improving weaknesses.

5. Conclusions and recommendations

5.1. Conclusions

With the increasingly civilized and modern development of today's society, the modern retail market (mainly supermarkets) is said to have many advantages and is more suitable than other types of retail business. like traditional markets and retail stores. In this modern retail market, the customer is always considered the center, any business, if it wants to survive, cannot lack the customer's footprint. Therefore, assessing the level of customer satisfaction for businesses is indispensable. Offer separate policies for each customer group, thereby increasing sales, increasing profits.

CRM brings customer satisfaction in the modern retail market at BigC shows that the supermarket meets the needs of customers. Customer satisfaction is Interaction Management, Relationship Development, employee behavior influences a lot. Promotions and discounts are the most requested factors by customers.

Promotions need to be innovated in both content and form. Supermarkets should find ways to provide full information about promotions to make it easier for customers to access. For example, to further strengthen 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.

Service quality: Customer time is very important, so don't keep customers waiting too long. Supermarkets arrange more cashiers to operate at empty counters at peak hours to reduce waiting time for customers; or divide into customers who buy less or buy more at checkout so that the waiting time is minimized.

Employee behavior: Each employee must be thoroughly trained because they are the ones who have 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.

5.2. Recommendations and suggestions

For Big C leader

CRM is software with comprehensive solutions and a closed process, helping businesses reduce costs and implementation time to a low level. CRM is also a tool to manage business personnel with the highest efficiency. BigC leaders will easily compare business results at different times and predict future business performance. Since then, BigC enterprises easily recognize risks and difficulties to promptly offer risk management solutions for their businesses. Also based on the parameters on the CRM software system, this is the database for managers to make important decisions related to BigC's customers. To improve efficiency in work between departments in the company. At that time, BigC leaders need to equip the company with a software with automation features, the more automation features replace the manual process, the better.

BigC leaders need to aim to find potential customers, then focus on CRM software with features that support search and analysis of consumer habits.

In addition, BigC leaders need to make employees understand that CRM creates opportunities for everyone, the success rate will increase significantly. Therefore, BigC leaders need to show everyone a real-life example when sharing information that benefits all employees in the company. Management must aim to build a corporate culture on the basis of the interests of the enterprise over personal interests. To achieve this goal, employees, who use CRM, must see real evidence that the information they share is used to advance business operations, and acquiring a new partner will benefit everyone in the company. It can take a long time, but when building such a corporate culture, BigC businesses will achieve more than they expect from CRM.

Therefore, BigC leaders should base on the needs, problems that BigC businesses are facing and the purpose of using

CRM software for businesses to make decisions about which software is appropriate and correct to solve. solve the problem quickly, saving money and manpower.

Big C enterprises need to determine their position in the market, accurately orient their customer segments, set target customers, closely evaluate the activities of the CRM strategy that the business proposes. out.

BigC businesses can deploy CRM on the cloud computing platform is extremely fast and simple: customers only need to register to use the service, pay and immediately have their own application system for businesses.

For marketing, sales and customer service departments at BigC

For the Marketing and sales departments, BigC should build a team of employees promoting the customer service attitude because this is the most important factor for ensuring and improving the efficiency of customers. sales results. The service staff do not run after the immediate revenue but must be dedicated to serving customers, ready to provide them with all information about the company's products, as well as collect all information to give feedback to customers. product design and manufacturing department.

For sales work, it is necessary to adhere to the principles of presentation and arrangement. Enterprises need to follow the principle of displaying their goods to prioritize the location outside of fresh products, essential daily necessities so that customers can conveniently shop, for example. such as: meat, fish, vegetables, spices, soap, paper towels... Then there are products such as clothes, kitchen tools, etc., which are displayed inside. In principle, the priority is to choose the items that are prioritized at a time and are displayed in the most convenient places. Under normal circumstances, the preferred goods are those that bring in high sales and are hot. The principle of ensuring goods is that goods need to be changed frequently between days, even between different times and customer groups by age. In principle, the supermarket must arrange the movement of customers reasonably, ensure smooth movement and all customers can go around the supermarket and see all kinds of goods on sale. About customer care BigG needs to keep current customers, increase loyal customers, attract potential customers, reduce business costs, reduce the number of customers leaving in order to maintain and expand market share, contributing to increasing sales. collection. Building the image of a dynamic BigC, always standing by and accompanying as well as ready to serve the needs of customers anytime, anywhere to ensure the best quality, the most suitable price, the most convenient, and timely service. The most professional service style brings outstanding satisfaction. Maintain and develop a team of customer care staff with good working capacity and high working efficiency to be leverage to influence external customer care issues. Continuously improve the quality of human resources and have a strategic human resource development strategy. Constantly modernizing the company's technology community. Regularly exchange information with customers. Resolve customer complaints. Building a regular customer service team, loyal to BigC. Develop appropriate customer care programs.

For customers of BigC

CRM also plays a very important role when it is ready to take care of customers with the best services offered based on customers' preferences and desires, contributing to promoting

long-term relationships between customers and businesses. Helping customers better understand the business.

Tracking customer information and obtaining data on consumer behavior habits will help businesses make the right and appropriate business decisions, thereby increasing customer understanding and making recommendations. Reasonable sales and customer care strategies will help increase profits and provide better service to customers to beat competitors.

Effective customer relations will help businesses maintain a certain number of customers as well as win the trust of new customers so that marketing costs are significantly reduced, other work also takes place. Besides, businesses can also build a systematic and professional workflow thanks to customer management activities that help simplify marketing campaigns.

Your old customers feel that what is related to their requirements and purposes is taken seriously by you such as: Date of birth, interests, needs.

In today's business environment, tracking, processing and maintaining customers faces many difficulties, and considering the future business development, there are also many dilemmas in the application of a system. CRM will help businesses improve their business situation and overcome challenges to find a new path in marketing or their business with the current times and trends, businesses should have a complete CRM system. professionally tailored to be able to respond quickly to all business needs for effective CRM customer relations.

5.3 Solutions for CRM system in order to confront the challenges and an opportunity

Shopping activities of customers always arise a lot of problems. Failure to do so will result in customer dissatisfaction. Understanding this, businesses need to make more efforts in handling the situation. With the help of CRM, BigC can now solve customer problems more simply than ever. In addition, it is also possible to access all of the customer's existing activity, related to interests, purchases or anything else to help them solve this arising situation. Implementing CRM software helps businesses track sales and business activities more closely with less work. It will also help businesses see the future more clearly, and plan more effectively.

Just as the customer is at the heart of linking business activities together, a CRM can be a business tool that connects all business information together, especially with custom integrations into business systems. such as company website, and generate new customers through self-service websites for building orders, creating and reviewing arising cases and managing profile information individually with each customer.

Effective when applying CRM software in the business cannot be denied. However, in reality, not all businesses have enough financial resources to equip this system. The necessary facilities, machinery and technical equipment, to the software system for storage, analysis, management, etc., not to mention the problem of staff training, is enough to cost businesses a lot of money. big. Technology is always a double-edged sword that we need to see. On the one hand, they bring extremely outstanding benefits, but at the same time they also make businesses fall into a state of dependence on software too much. In the event of a technical problem, the leakage of important information is inevitable.

Therefore, Big C must combine CRM with existing systems. Deploying a central CRM system also involves migrating or integrating existing software and information systems. The lack of support from the vendor staff of the existing methods for CRM integration will result in a heavy burden on the company. As a result, it can consume hours of employee productivity with no tangible results. Thus, a planned approach to a CRM project by considering future needs and integrating with existing systems helps to avoid over-deployment and pointless human waste.

Just as the customer is at the heart of linking business activities together, a CRM can be a business tool that connects all business information together, especially with custom integrations into business systems. such as company website, and generate new customers through self-service websites for building orders, creating and reviewing arising cases and managing profile information individually with each customer. Create, manage and use an effective customer data warehouse, add customer-related information to get an overview of customer behavior and calculate the value of customers, improve provide synchronized and compatible software systems.

Not only that, staff is also one of the most important factors, so BigC needs to raise awareness of employees in the supermarket about the importance and role of each employee in the business. Build long term relationship with customers. See customers as the focus of business, provide exactly the products and services that customers want, keep good relationships with old customers, especially target customers and institutional customers with a large volume of products. buy big, constantly look for new customers and create long-term relationships with these customers.

Because customer satisfaction is the core value of the commitments that BigC's staff and employees always try to do better every day. BigC has been building and expanding its source-to-source purchasing network, optimizing management costs to ensure the best product prices for consumers. BigC also regularly launches promotions for thousands of items with deep discounts. Since 2007, BigC has launched a private label with a wide variety of products, controlled quality and lower selling prices than similar products.

Taking the motto of bringing satisfaction to customers by product quality, BigC has built and operated the process of purchasing, managing and supplying goods in strict accordance with the regulations on food hygiene and quality of the company. issued by the state. In addition, BigC also has its own regulations to ensure the best product quality before being distributed through supermarkets.

In addition to the traditional services of a modern shopping center, BigC is constantly improving and offering innovative services to meet the ever-changing needs of consumers. Installment sales, free shipping, free bus, Big Coin accumulation, appointment sales, co-branded cards are typical examples of BigC's customer service to bring comfort convenience and savings for customers when shopping.

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