



## **Excellent Customer Care - A cultural expression in competition, the convergence of top quality**

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### **Abstract**

Today, quality is not simply understood as a good product but its inner quality is much more extended and diversified. The way of getting customers satisfaction also expresses quality. If your care of customers makes them satisfy and "exceed their expectations", i.e. you will create a top quality.

Simple viewpoints have been summed up the vital philosophy in all business sectors such as: Customers are the people playing the most important role in any business and businesses are completely dependent on them; The customer are the people paying for the labors and feed organizations ... For the salesperson, the customer is king and the king should be cared with a thoughtful and perfect way.

In the age of applied science and technology, businesses can buy the technology to manufacture similar products and services that cause a logical necessity, i.e. they transfer competition, a significant part from plants to the points of sale. Therefore, customer care is a vital necessity of competition for any business.

Currently, the world economy is of difficulties and challenges, consumers want to accumulate instead of investing in shopping. In order to draw the loyal customers and seek potential customers, the customer care (services) should not be stopped at normal levels but the businesses need to have excellent care (services), satisfying the maximum needs of customers. It is the excellent care that confirms the quality, strength and expresses culture in competition among businesses.

**Keywords:** Quality perfect, customer care, excellent care

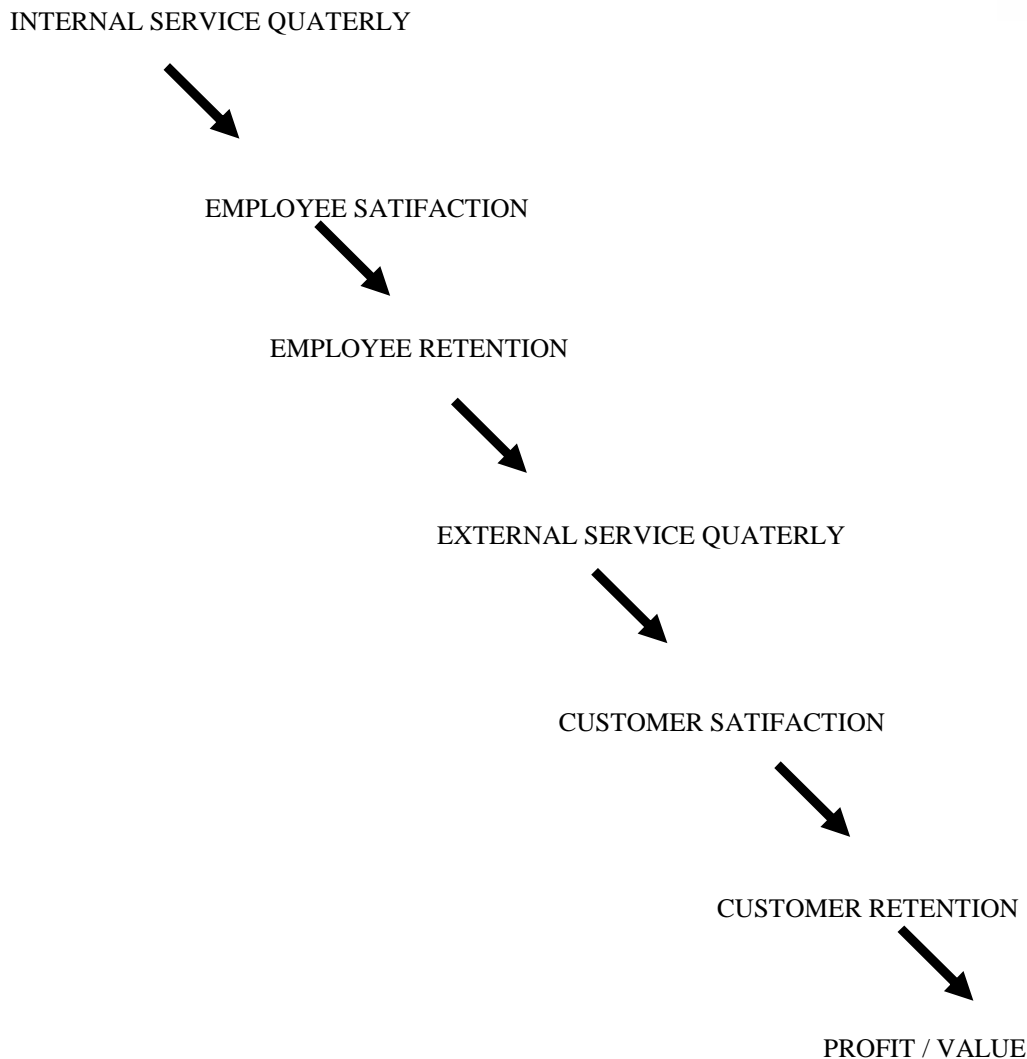
### **Introduction**

Excellent customer care is now the most important issues directly related to the survival of any organization. Most organizations are aware of the importance of this issue but not all of them can take care of in a professional and excellent manner.

#### **Who is the customer? Why he is directly related to the survival of any organization?**

The customer is the king - who feeds organization and pays for workers is never old. Because the customer is the king and should be carefully caring, thoughtful, perfect. It is crucial principle in business. So the rules of competition in the market is the competition of gaining market share, customer. The search for the organization's customers is as well as the process of human respiration. No customer means no oxygen and no life. Actually, if there are no customers, workers are unemployed and enterprises have to close. The client list is surely your company's property and treasure. The role of the customer needs to be understood to thrive the business of your company. Each employee should inculcate the customers and they are really considered as the god so that your company scale hopefully expands and grows.

However having customers do not mean you can not lose them. They can leave you at any time if you accidentally forget them. Consumers only choose products when they feel the most satisfied. Your company and product meet the customer's needs or not totally depends on your care.



**Fig. 1.** Steps of value chain

### **What is customer care?**

Customer care is not merely to be understood that is sales stage and is all things which enterprise is needed to do to satisfy customer expectations.

Each different development period of the economy, the care requirements of customers are also different. The customer care depends on the characteristics of the product, place of business, cultural regions, even depends on the customer. In these factors, the customer is the most important and controls other factors. So to be able to survive and develop, your organization should consider all matters relating to clients from finance, habits, trend and customers' personal interest.

Furthermore, trading in the period of global integration is posing enormous challenges for the organizations. Elimination rule requires extreme care skills to corporate customers more perfect. Customer care is not enough to take care of outstanding, excellent service to our customers to make beyond expectations. The result of the caring process gives status of customer expectations:

- Satisfaction
- Over expectations

If you only make customers satisfied that you have not really professional, even if some customers impressed with your product but not sure they will come back to your store next time.

If you get customers over expectations means that you have got yourself loyal customers. You have the right to expect them to return your store next time. Loyal customers provide stable financial resources for the company. They are pioneering uses of your new product. The customer is still king and loyal customers are wealthy kings. If



you have a list of wealthy kings, it means that you demonstrated the ability to take excellent care of your customers.

### **What is the excellent customer care? Why should you be excellent?**

Customer care is an excellent way to serve customers by the way they want to serve and do the necessary things to keep the current customers. Customers only have a single state when buying your product. It is joy beyond expectations. Employees are regarded as excellent customer care to have enough elements: art sales, the new professional in the service process.

Excellent customer care is the covered issue from input to output of the production process. If the leader of an organization, enterprise only cares about resolving complaints after selling, it is the surface care and the tip of the problem, or just takes care of customer transactions as well as stop in the body. But the important root of the care shows in sense of responsibility for the quality of products, customers to ensure consumers' health, money, and time for the king is really important.

Obviously, the function of the problem of the excellent customer care has been expanded beyond the ordinary sense. It is not only the general understanding of selling art but also total factor regulation of business to create maximum satisfaction for our customers.

So customer care needs to be focused from when creating products to the sales process and sales stage. All three phases are important to contribute to the quality and brand for your business. They are well done make you truly happy customers, exceeding expectations.

### **Where do the necessary works help the excellent customer care?**

**First:** It is responsible for the quality of company's product, cares about practical interests of consumers. Organizations need to know the harmonious balance of business interests and the interests of customers. They should not run short-term profits while ignoring the sustainable development strategy. If your organization makes it, it is easy to be distracted and forgot about the customer.

Product quality is the true key to the success of the business, is key factors to retain customers. But the product quality should be further understood. Many young entrepreneurs today do not fully understand the dialectical relationship between product quality and customer service, or they may be superficial grasp of the problem. In fact, the quality of the product is made from the customer care process. Responsibility of the organization about the quality standards of products is to demonstrate the highest commitment to customers.

Sensitive responsibility for the quality product shows in the sustainable development strategy of the organization. You need a thorough survey of the market in general and customers in particular to have an opportunity to improve the product features to suit customer requirements. Even at this stage, the customer care is not recognized explicitly and difficult to evaluate customers to. But in the period of "covert operations" which is "hide in the dark" to express the essence of the god care organizations. It is the time for the company to commit itself on quality to consumers. The honesty and self-discipline of business are measured at this time. Currently, many companies only focus on caring god superficial, grandiose announcement to customers the commitment to quality, but the fact deceives customers, ambiguous quality indicators. You need to remember that you need to take care of them in the true sense before bringing the highest satisfaction to customers and make sure the elements of the client's interests: health, money, time, confidence when using the product. Whether you have a sales strategy meticulous, enthusiastic team of consultants, professional but non-standard products, the consumer sooner or later will leave you.

Ex: Information on lean can cause cancer in some comestic animal products has led many companies trading commodities shedding. Customers always have the choice of smart and safe.

In contrast to the roots have done well will inevitably create a solid foundation for care in the next stage.

**Second:** the process of direct care (sales period).

There is a reality that is taking place: although the sales teams are enthusiastic, they are lack the necessary knowledge of products and customers. Only when you understand what your customers need, you can best meet their expectations. If you can not know consumer tastes, despite the elaborate sales strategies, they are difficult to be effective.

In many cases, sales people learn only a single scenario and apply to all customers. This is a fundamental error in sales because you did not know how to classify customers, understand customer psychology to serve best. Customers will not be much impressed about the company's products. You just meet the minimum requirements of the customers that have made them happy, exceeding expectations. This means that you do not really care about them in an excellent and thoughtful way.

An excellent way of customer care is to have your employees complete care skills, have knowledge of customers and their products. Care is an art to create top quality.

One of the businesses has confirmed top quality service as well as consumer confidence in which it is Military Telecom Corporation Viettel. As the generation born after in the field of information technology, but so far Viettel



has become one of the most famous groups in Vietnam. Moreover, Viettel also brands his outstretched the World, with a market share of competing firms in the same industry in the international arena.

In Viettel, customers are not only impressed by the professional working style, dedicated team of consultants, but also confirmed enthusiastic group owns minds visionary, sensible. Viettel had planned a thorough survey of potential markets such as countries in Southeast Asia, Africa ... to invest gradually and build telecom network development.

The new market survey has given the group the initial encouraging results. Basing on the assessment of customers' basic needs in new countries, understanding the rules of the telecommunications industry as well as summarizing the sales experience for a long time in Vietnam, Viettel is now in the top of the sales who provides professional development for the national telecommunications: Cambodia, Laos, Haiti, Peru, Mozambique. Mr. Nguyen Duy Tho, director of global Viettel humbly said: "Viettel the small investors among investors' international telecommunications, but Viettel developed well in the developing markets. We know this market very well". Perhaps Viettel's success begins when they know their customers are and have effective treatments!

Although the telecom companies are always implicit race to scramble customers but Viettel is always to create to know how to serve customers best. With Viettel employees understanding, their customer care is an integral part of products to offer to customers.

The fact that the opposite sales people are not trained in skills will risk losing loyal customers. This means the loss of stable financial resources and business and takes a lot of time, effort and money to gain new customers. This situation stems from the psychology of sales of Vietnam. They rarely consider customer as king, and have critical thoughts, "sold hundreds, thousands of people buy" or "her absence, the markets are still frozen, she married the fair still fun". This is clearly a false idea in business. The sales people are not allowed to lose even one customer.

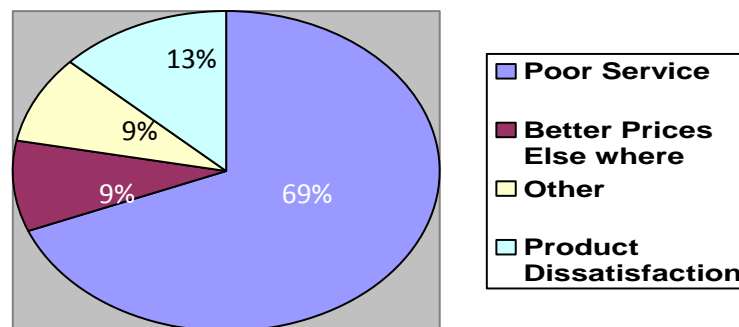
In some specific areas, customer care issues have particular characteristics. Education and training is a special industry, but it is not out of the general laws of commodity production. Capital is a special production. The final product is the quality of education workers - those patrons. The customer care means comprehensive education process for students. Students' quality is measured by students' training process, personality training, education and skills. During the integration period of globalization, students want educational institutions to ensure quality training, commit to their output to meet the requirements of society. Currently, a number of educational institutions have not focused on learner-centered and quality is not top priority means that the school has not been cared for. Even educational institutions and colleges have not reached the standard of the teaching staff. Some educational institutions and colleges go with profits and lost commitment of quality so that graduates do not know how to work, lack of social workers high quality. Because of running hot trends, a number of higher education establishments in order to discredit the person and society.

To remedy this situation, educational institutions must focus on quality teaching staff - those directly involved in the process of cultivating talent. Teachers constantly improve expertise, professional skills to impart to students.

### **Third:** Solving complaints after sales

This is the final stage of the manufacturing process, but it is also the beginning of a new spiral. Resolving customer complaints is as an opportunity to correct errors, improve the product.

From the above analysis, it can be stated that customers decide to organizational survival. If the customer does not make pleasant, we do not have the file exists. If we can not exceed customer expectations, we have no chance to develop. Helping customers from both the state and beyond to satisfy the expectations proves great efforts of the organization. Doing this proves, you are standing on top quality.



**Fig. 2.** The reasons why customers leave



### What is the solution to help your business take care of the customer perfectly?

**First:** you must understand deeply about our customers and products in order to best take care of the customer. In sales strategy, you need to know to identify and categorize customer (customer passive, easy-going customer, difficult customers, potential customers ...). From that, you approach, convince customers. Customer's classification helps you better to not waste time, convinces more effective and proves class professional sellers. You need to know the customer psychology because they always want to know about the product in a transparent manner. It is their interests. Seller does not just learn about your product but he should be aware that products of how to help their customers. A feeding sales man needs to concern about economic benefits of livestock units, understands and shares their troubles. Some seller introduces the traders to feeding units to increase profits. Sometimes, workers in this field must be equipped with knowledge of the livestock industry to the sales process. This makes customers feel confident, be shared. This is the first factor to help customer satisfaction. For doing so, sellers have an important shift from transaction forms into a simple trading method that is better quality: Not only care about buyers' interest but also concern customers of the original purchase.

With the field of education and training, customer care is more accurate model. Some universities catch up with this trend. They see the need for social workers and preparedness plans, a new training program aims to equip students with the best knowledge.

**Second:** Need to comply with rules: Customers are always right and sales people always have to say "yes". In business, you should not ever say no to customers. For many organizations, the phrase "It is not" banned for sales people. This does not constitute a waiver of the provisions of the individual to an unconditional way that customers want to emphasize the ability under pressure, tact, professional sellers. When sales people meet the demanding or angry customers, they need calm, smart handle with the following steps:

- Do not interrupt the customer; let them be angry discharged, then gently "cold" situations.
- Actively apology though not necessarily the fault of the business, not be allowed to discredit the customer.

This will make customers appease, calm, understanding the company's previous shortcomings (if any) and impress with how to resolve the direction of the sales staff.

To do this well, your organization needs to focus on developing customer service team directly and open classes or art sales skills to build the necessary standard of optimal solutions.

**Third:** Let's do more of what customers require:

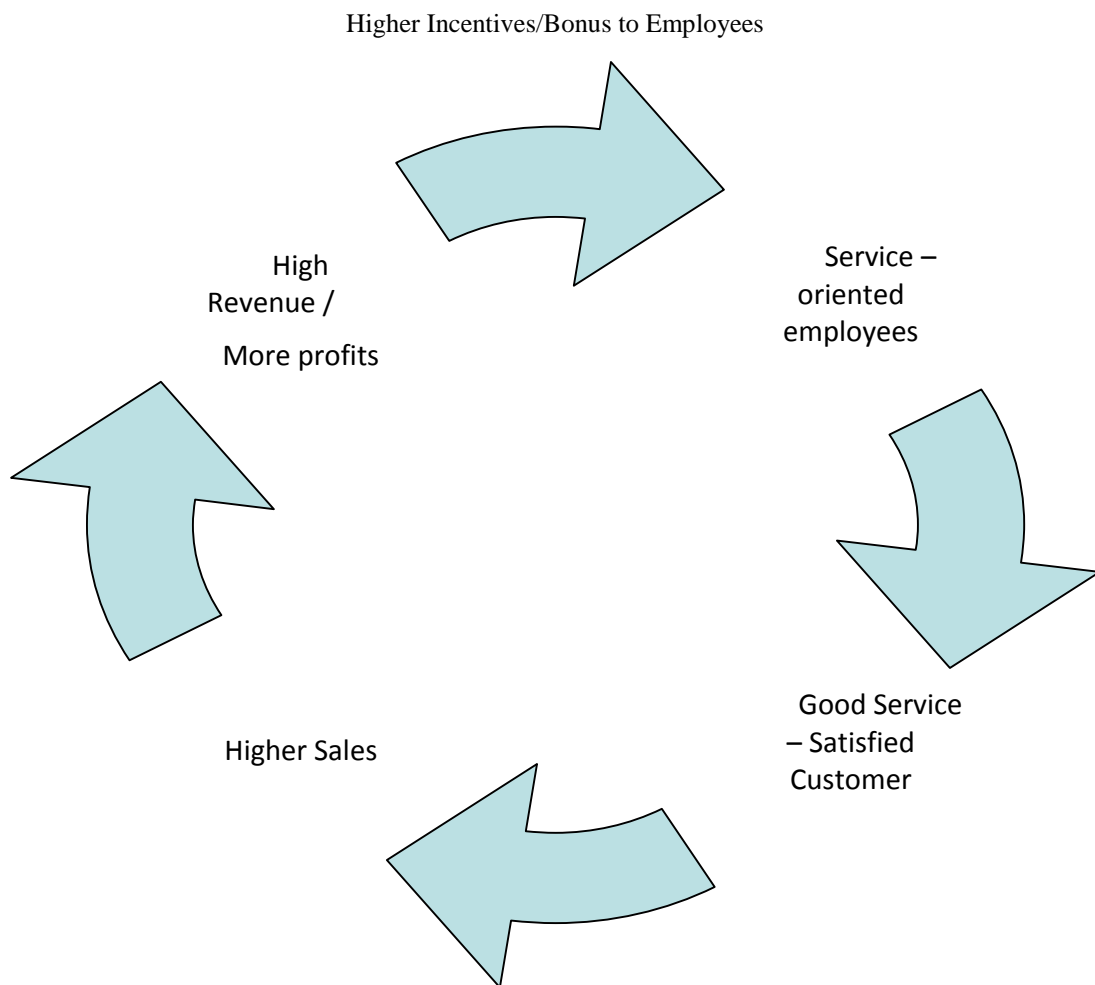
This is the key to help you get the customer satisfied. You will really make them happy, happy about your company's service. You give them feel valued. You do more than customer's expectations that make you different. This is the standard of success. It demonstrates the attentive customer. You should not leave customers out of the supermarket with a pile of furniture in military. Customers are willing to pay an additional fee to the product if you have a reliable delivery team. Even without paying customers, we should do this because it represents the business culture, commitment to customers. A supermarket in the application form and this care is effective Ebest supermarkets. Customer is curious and looks to not only by the famous maxim of supermarkets: Reputation higher sales. Here, guests are introduced employee details about the product, provide useful tips to help you choose the most appropriate products, the company is responsible for free home delivery in your address.

**Fourth:** when you handle customer complaints after purchase

You should not be angry before the customer complains. You should be funny and thank customers to have contributed practical, positive product. This is a business opportunity to review and improve the products. Customer feedback really makes sense if the enterprise resolve it. After receiving the blame, you must resolve the errors promptly, to avoid customers complaining anymore.

You should know that 91% of customers would use to complain when service complaints resolved immediately; When dissatisfied with product quality, customer service will complain for at least 7 to 10 people about it. If you are a professional salesperson you are not allowed to extend customer complaints for so long as, you will lose credibility faster.

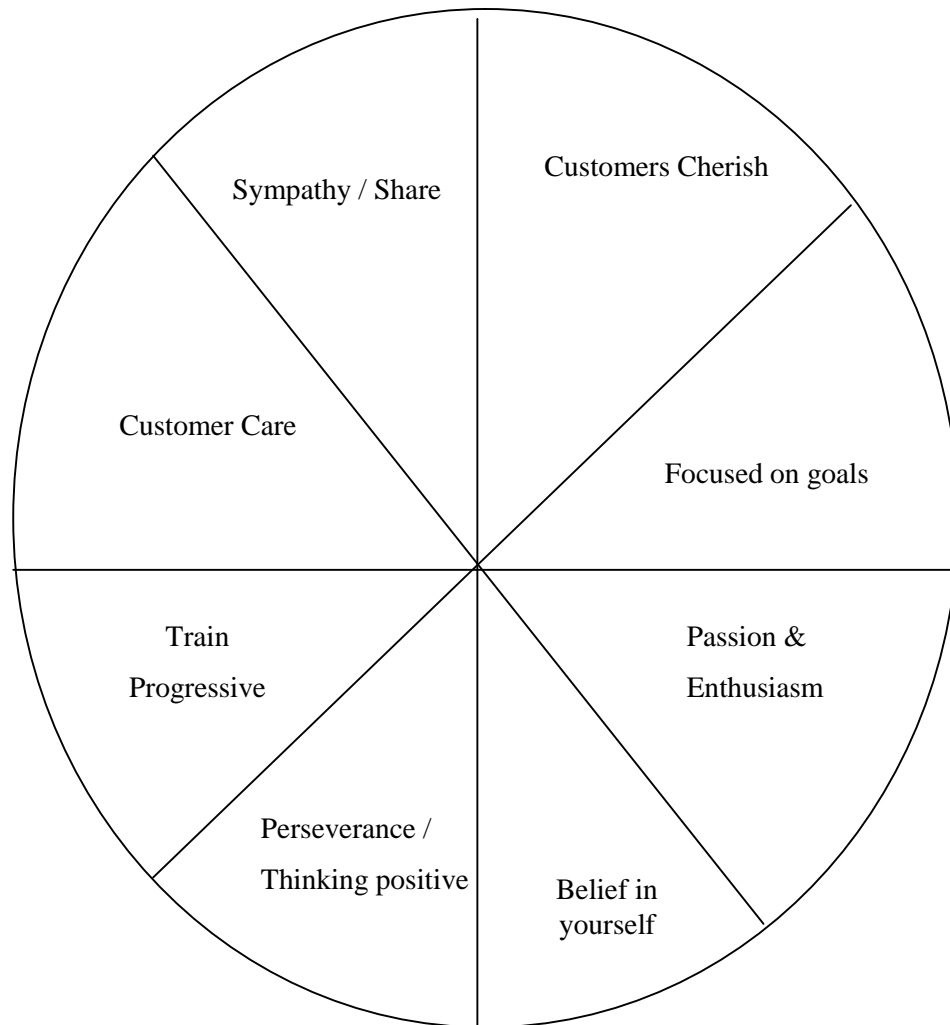
Customer Care directly expressed by attitude, voice, actions, gestures salesman. This is the first factor to impress and psychological impact to customers. So the requirements are to set for increasing the sales. Sales people need professional full convergence conditions.



**Fig. 3.** Closed Circle of connecting Service and profit

**What do characteristics of sales professional?**

- Sympathy / Share
- Customers Cherish
- Focused on goals
- Passion & Enthusiasm
- Belief in yourself
- Perseverance /Thinking positive
- Train Progressive
- Customer Care



**Fig. 4.** Important characteristics of professional salesperson

We need to take care of customers with a smile and heart. The affection begins with sincere smiles, the wire connected to the customer. Ms. Pham Thanh Van, director of customer care centers Viettel share a very valuable experience and meaning: "For we believe that smile, and smile when you answer the customer over the phone so customers hear we smile although they could hear no sound though. That is why we put a mirror with the words "smile customer can hear you" in front of the telemarketer".

### **CONCLUSION**

You are always warm and friendly communication with customers and make your customers feel really important and do not show the distinguish between customers. They always want to hear you and you also need to understand them. That is the key to help you stand on the pinnacle of quality and class to show their brands.



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