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Comparative analysis of customer service culture at Hooray international preschool and Kindy Garden Montessori

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Abstract

This study was conducted in order to better analyze the customer service culture of two international preschools Hooray and Kindy Garden Montessori. In order to be able to compare and point out the differences between these two

preschools and make recommendations, suggestions and some solutions to develop a customer service culture for the two preschools.

Keywords: Service Culture, Preschool, Customer Service

1. Introduction

1.1 Overview of the research problem

Service culture is not simply a stereotypical approach that businesses take to customer service, it is also a sustainable organizational culture, bridging the gap between workplace culture and always customer oriented.

While a workplace culture is more collective and employee-oriented, a service culture puts the customer first in all business goals, organizational vision, and supporting outcomes.

Empathy and concern have become an integral part of great customer service, especially for education services. Hooray International Kindergarten and Kindy Garden Montessori always set strict standards in customer service culture.

1.2 Urgency of the research problem

Today, the development of services is a popular trend around the world and especially the development of customer service cultures. This is considered a relatively important factor for the development of a business, because only customers are the ones who pay our salaries. Therefore, the more development of customer services, the more benefits for businesses. In addition, businesses with a good customer service culture will have a greater competitive advantage over their competitors. Because when a business can really understand its customers, understand the needs, problems and tastes of customers, the business can come up with reasonable measures and strategies. to attract and reach customers. In the process of studying the subject "Customer Relationship Management", our group had the opportunity to understand more about the knowledge and importance of this field. Since then, our team decided to research, analyze and compare the customer service culture at Hooray international preschool and Kindy Garden Montessori in order to solve the current urgent problem of how to improve and development of customer service culture.

1.3 Research significance for management practice

The research problem is raised in order to better understand the customer service cultures and compare the differences between the two international preschools Hooray and Kindy Garden Montessori, thereby giving a broader view of the concept. different cultures in customer service. In addition, appropriate solutions for the bad points in the customer service culture of the two preschools above will also be lessons that administrators can draw. From there, the results of the study will help the administration become more convenient and easier. Because they will be able to better understand the problems and lessons learned in performing customer service. As a result, the management will become effective and can attract more customers for the business in the future. Therefore, this research paper will be carefully researched to partly serve and make the administration easier and more effective.

1.4 Objectives of the study

This study was conducted in order to better analyze the customer service culture of two international preschools Hooray and

Kindy Garden Montessori. From there, it is possible to compare and point out the differences between these two preschools and make recommendations, suggestions and some solutions to develop a customer service culture for these two preschools. In addition, the team can gain experience, learn and better understand the subject "Customer Relationship Management" and apply this knowledge in practice and future work.

2. Theoretical basis

2.1 Vietnamese national culture

Talking about the basic characteristics of Vietnamese culture, first of all, it must be affirmed that Vietnamese culture has common characteristics of culture in general, and of course has specific characteristics, especially enemy. However, in summary, there are relatively general features including 5 Vietnamese cultural characteristics, which are clearly reflected in the following 24 basic good qualities:

Firstly, the village community. The village community is evident in the following 6 good qualities: Solidarity, helping; Collectiveness loves people; Democracy, village; Weight of face; Love for the homeland, the village; Gratitude.

Second, seven good qualities expressed in accent are: Likeability; Gentleness, tolerance; Sincerity and sentimentality; Feminine dignity; Poetry inclination; Endurance, patience; Hospitality.

Third, harmony. There are four qualities of harmony: decency; The cavaliness; Cheerfulness, optimism; Practicality.

Fourth, associativity. The good performance of associativity is reflected in two possibilities: Good coverage; Good relationship ability.

Fifth, flexibility. Expression of flexibility is reflected in 2 good qualities: High adaptability; Creativity.

The characteristic of culture is not a constant category, it always moves and develops along with the change of natural conditions and the development of human society. In the context of regional integration and globalization, changes in internal and external social contexts, the conflict of value systems between traditional agrarian-rural culture and industrial-urban culture. Modern market, along with it is the ability to organize and manage society constantly innovating, firmly believe that the 5 basic characteristics of Vietnamese culture will be preserved and moved towards more and more perfection. To master the process of international integration, it is necessary to understand common values and standards, understand the interplay between elements of common culture, nation and nation and the consequences of the impact in development. country.

In the two enterprises mentioned in this research, they have also shown their eagerness to learn, integrate into the common development of countries around the world and shorten the gap in the development level of the two companies. Vietnam compared to the international, the first is Hooray International Kindergarten, which is a Bilingual school that teaches according to the National preschool education model of the United States, giving Vietnamese children the necessary values to have easily integrate into your home country during your studies through 10 unique highlights that can only be found at Hooray: balanced EQ and IQ program; "Active Classroom" environment; create an English environment for children to learn English; always innovating; focus on Life Skills and character building;

nurture children's creativity; building a habit of reading books for children from a young age; help children confidently enter 1st grade; learn through experience; Parents are the companions of the school.

About Kindy Garden Montessori, is one of the international preschools in Ho Chi Minh City pioneering the application of Montessori early education method in teaching. KGM is oriented to develop into an international standard Montessori teacher training center, where the application of the Montessori educational method methodically and standardly is an early education method, helping children to unlock their potential and nurturing a passion for learning through vivid and intuitive teaching aids, creating a solid foundation for children to step into the future with full capacity and quality.

2.2 Organizational culture

Organizational culture is a unique feature of each business and no other organization can mix with those values, this is a persistent value that is decisive to its long-term survival and development. length of an organization. And in order to keep pace with the process of international integration and globalization, more and more elements are required from businesses to build a strong cultural foundation, starting with the organization's human resources.

The first function of the organization is to make members adapt to the external environment and integrate with the organization, thereby helping the organization to adapt to its operating environment. The second function is to align the members' behavior with the behavior accepted in the organization. The basic elements of organizational culture include: core values; norms (norms); beliefs (beliefs); myths (legends/myths); collective rites; taboos (taboos).

Organizational culture is seen as a perception that exists within an organization, not in an individual. Therefore, individuals with different cultural backgrounds, lifestyles, perceptions, in different working positions in an organization, tend to display that organizational culture in the same or less way. have at least one common denominator. Organizational culture is concerned with how members perceive and behave within and outside the organization. At the same time, it is the most vivid and specific presence of that organization that people can easily recognize and vice versa, when it comes to the business name, customers will easily remember that business when it comes to business. referred to its organizational culture and vice versa. The image of an organization can be made up of many factors. Therefore, as long as one element changes, in theory, that image will be different. For example, when it comes to Hooray International Kindergarten, we will immediately remember that this is the first educational place in Vietnam to provide a balanced education program between EQ and IQ, ie balance between knowledge and skills. Academic and emotional intelligence with the main difference of the early childhood education program at Hooray is that EQ and IQ are taught into separate subjects that are systematic and integrated in all learning and fun activities. play at school. Or when it comes to the Montessori method of education, the name Kindy Garden Montessori will immediately appear because this is the pioneer school to apply this teaching method in Vietnam.

2.3 Corporate culture

In the current era, corporate culture always plays an

important role in the stable and sustainable development of each international preschool. In addition to educational goals, schools are increasingly focusing on building a distinctive corporate culture and culture. Especially in the era of integration, administrators can turn corporate culture into profits, assets and impressive preschool brands.

However, in fact, corporate culture is built in many different segments. That difference mainly comes from the goals in the vision and mission that each preschool pursues. All cultural elements are formed largely from the mindset of the founder of the school.

Capturing business mobility trends while helping to equip private preschools with new methods to help build a professional and modern culture.

Corporate culture determines the fate of the school. When we are faced with a tendency to conflict with each other, culture is the factor that helps people integrate and unify. Coordination and control: School culture coordinates and controls individual behavior with stories, norms, procedures, processes, and rules. When it comes to making a complex decision, corporate culture helps narrow the range of options to consider. Competitive advantage: A combination of factors of cohesion, coordination, control, and motivation.

• How to build corporate culture?

It may seem complicated at first glance, but it's not. The relationships are very clear and show how we bring a desired value into the business for people to accept and take for granted.

Step 1. Clearly define strategy, environment

First of all, you can find a strategy and environment that is right for your school. Businesses need to learn how to look to find out the future factors that can change that strategy. Specifically, it may be the problem of human resources, the company's marketing activities or it is the growth rate of the economy or the financial and investment activities of the business.

Once they have been clearly and unambiguously identified, a strategy will be devised to build a preschool culture in the near future. For example, consider whether in the present time, the investment direction should focus on facilities, people or building culture to increase the level of experience with students.

Step 2. Clearly define core values

It can be affirmed that this is the most basic step in the process of building corporate culture. Every business needs to create a system of standards and core values so that it is a measure for the development-oriented behaviors and processes for the business. Those core values have to be carefully defined to ensure that they persist over time.

For example, if your business clearly determines that students are the core value in the development of the business, then the speed of delivery, the consulting attitude of the staff, the parenting services come first. and after teaching need to be focused on investing in the future.

Step 3. Evaluate and make improvements

It can be said that this is an extremely difficult step for every business because corporate culture is not a tangible thing that can be immediately touched and felt, so it is often confused with the evaluation criteria. price. To build a successful corporate culture, it is necessary to look back on the achievements that have been achieved in that journey. What has the company achieved, how has the lecturer contributed, is the teaching attitude good, is discipline in the school being promoted?

From there to promote the strengths in the culture and improve and overcome the weaknesses. Gaps in corporate culture always exist. In order to build a solid corporate culture, it is necessary to find gaps and shortcomings and make timely adjustments. This step needs to be done periodically to ensure that the corporate culture always develops in accordance with the set strategic goals.

Step 4. Clearly define the leadership role

In the process of building corporate culture, leadership plays an important role. Leaders and leaders always need to be disciplined in their lifestyle and teaching style. Only then can the company culture flourish. A good and good leader will help his employees understand exactly what they need to do and change to integrate and develop the company.

Therefore, the leader of an enterprise needs to clearly define his role to make the corporate culture more and more developed.

Step 5. Detailed planning and action

After completing the above steps, one of the steps that plays an extremely important role is to come up with a specific plan. It will need to include key goals, milestones, and specific activities that need to be done. In addition, it is also necessary to clearly define in each moment, which factors will be prioritized, where are the points that need to focus efforts. In particular, deadlines for completion also need to be clearly defined.

A detailed action plan will help employees have a specific orientation in the process of building corporate culture

Step 6. Motivate teachers

Basically, in every strategic plan there will be changes. Whether these changes are large or small, they have a direct impact on teachers. Therefore, it is necessary for teachers to understand what changes in school culture will bring real benefits to themselves, and then to businesses. Only when understood can employees be motivated to change.

Motivation for change can be accomplished by establishing a reward system that fits the corporate culture. The rewards for development efforts, the words of encouragement that come at the right time are extremely powerful motivations for teachers to build a better corporate culture.

2.4 Service culture and customer service

In this culture of service and customer service, the school plays the role of both a producer and a provider of training products and services for society, and students are considered as customers using the service. service and also the product of the training process in the school.

Renovate the process and methods of management and education of students through the school's rules and regulations in order to form a healthy cultural environment.

Invest in a synchronous infrastructure system to meet the needs of learning, research and cultural and sports activities; The wireless network system covers the Lecture Hall to serve the learning ability of students anywhere and anytime.

Develop a flexible and flexible training plan, helping students to actively build a learning progress in accordance with their learning ability & time and the actual conditions, family circumstances of each student in the whole time. of the course.

Improve the capacity and professionalism in serving students through the Student One-Stop Electronic Administration System, helping students to evaluate, reflect, ask and answer questions in the classroom. The learning process as well as school activities are fully automated

through the global Internet anytime, anywhere.

Building an online learning management system that allows students or their family members to have full access to it anywhere, at any time when it is necessary to perform tasks related to updating personal information. students, register for courses, view debts, view daily class schedules, view exam schedules, evaluate lecturers, track their own learning process anywhere, even when students are at home, their families have You can monitor and manage your child's learning through this system.

Create student clubs so that students can work to their fullest, assert themselves and participate in community activities carried out by student clubs and student councils of the school; study hard, live life to the fullest and perform to the fullest in a new and more open environment and build many lasting relationships.

3. Research methods

3.1 Data sources and methods of data collection

Data sources:

+ Information homepage of the American Association of Montessori (AMS) Advanced Kindergarten

+ Home page Hooray Bilingual Kindergarten _ Tuoi Tre Newspaper

+ List of Kindy Garden Montessori Kindergarten system

Method of income: income from official information of the school posted on the website of the Ministry of Education, from official dispatches, announcements of teaching projects of the school.

3.2 Research methods

Analytical method - theoretical synthesis: on the basis of collecting documents about the curriculum, the teaching process as well as how to organize the customer service culture at 2 international preschools. Hooray and Kindy Garden Montessori, thereby drawing conclusions that contribute to clarifying the theory of the topic.

Modeling method: Analyze some operation models of 2 preschools and give specific data.

3.3 Research process

The scope of the research topic includes the process of formation and development, the process of building the teaching staff of Hooray International Kindergarten and Kindy Garden Montessori.

Research process:

- Learn about the formation process, communication, organizational structure of the school.
- Provide teaching information, cultural background, mission and vision that the school is aiming for.
- Outlining the corporate culture criteria, core values
- Clarifying and comparing the customer service culture of the 2 Kindergartens.

4. Research results and discussion

4.1 Overview of Hooray International Kindergarten and Kindy Garden Montessori

4.1.1 Overview of Hooray International Kindergarten

Hooray is the first Bilingual Kindergarten in Ho Chi Minh City that focuses on the harmonious development of EQ and IQ in each student.

Hooray Kindergarten is a bilingual school teaching according to the National preschool education model of the United States. With the motto "Educate Heart & Mind" -

Educating the heart and mind.

As the only preschool in Vietnam that teaches systematic EQ: The EQ program is taught as a separate subject and integrated in many activities at the preschool such as storytelling, puppetry, singing, drawing, science discovery. study and math. These lessons and activities take place throughout the day at school, making it easy for children to build the critical cognitive skills they need for success in school and later in life.

Programs and tuition fees at Hooray Bilingual Kindergarten System

Emotional Intelligence Program EIQ

The program of Hooray Bilingual Kindergarten is based on the Acelero Curriculum - an American preschool program, with 6 principles:

- Create an interactive environment to support the learning process;
- Children are inquisitive subjects;
- Children learn through good learning materials;
- Creativity is emphasized to help support children's development;
- Through learning helps children improve their understanding;
- The close connection between school and family in raising children is extremely important.

Bilingual program: Hooray is one of the prestigious bilingual preschools thanks to its quality bilingual program teaching. Students studying at the school can learn, have fun and experience in a bilingual environment of international standards.

Nutrition at Hooray Bilingual Kindergarten System pays special attention to the issues of food and meals for children, the school designs a clean separate dining room, ensuring a clear, quality food source and Standard nutrition for the preschool system. Mothers will be informed about their baby's daily menu and weekly changes.

4.1.2 Overview of Kindy Garden Montessori International Kindergarten

VISION

During the next 5 years of operation, KINDY CITY constantly strives to become a chain of preschool systems with perfect and standard teaching quality, meeting the increasing needs and expectations of the masses. Parents in and outside the city, is the first choice for parents with children of preschool age.

MISSION

The mission of MNQT KINDY CITY is to provide a safe, friendly learning and development environment that respects the differences of children aged 2-5, so that they can become eager learners and know how to learn. and know how to behave.

They will be raised to not only become confident entering first grade in national or international primary schools, but also succeed in subsequent and lifelong learning.

Kindy Garden Montessori Kindergarten is one of the first & only preschools in Go Vap that is a member of the American Association of Montessori (AMS). This is also the pioneer preschool to apply Montessori in teaching.

Kindy Garden Montessori Kindergarten has a total area of up to 1200m² including swimming pool, sand court, outdoor playground, children's toys made of safe materials.

The classrooms here are spacious, filled with natural light, arranged according to standard methods with harmonious

colors for children to learn best. Along with that is a system of visual materials - the main learning tools in children's classrooms so that children are free to choose their favorite activities, prioritizing the development of concentration and individuality.

At Kindy Garden Montessori teachers always support and accompany children. Teachers are selected from leading pedagogical schools in Ho Chi Minh City, HCM, ensuring the criteria of both professional qualifications and moral character. The school also focuses on intensive training on Montessori education methods for teachers through continuous training courses and activities with the participation of leading experts.

Nutrition at the school is applied scientifically according to European standards; The school has a cafeteria so that the children's classrooms do not smell of food; There is also a separate entrance for the kitchen area so that food is always hygienic and safe.

4.2 Corporate culture of Hooray International Kindergarten and Kindy Garden Montessori

4.2.1 Corporate culture of Hooray International Kindergarten

Hooray is proud to be one of the few businesses that has built its own, unique and unmistakable culture compared to other Education Models. Corporate culture is expressed through 5 core values:

Hooray has applied traditional culture in the process of taking care of children's education; "Take His Law" as the root; Educational environment rich in love; Creative teaching methods, focusing on experiential activities, help children develop comprehensively in Ethics - Intelligence - Health - Energy - Dedication.

In the process of formation and development, the System builds and maintains deeply humanistic cultural features, paying special attention to cultivating children's morals and manners through life skills lessons "LIMITED" HUMAN LOCK" is lively, fun and meaningful. Since then, the personality of the teachers is happy, the personality of the children is formed naturally.

Hooray's culture is not only welcomed by generations of teachers, parents, and students, but also spread and received a lot of support from the Vietnamese community living in Vietnam and other countries such as Germany, USA, UK, Belgium, etc. Typical cultural features of the System:

1. Gratitude birthday
2. Bowing culture
3. Read the poem The Law of the Son
4. Read the thank you notes before eating
5. Family corner

At Hooray, each member identifies and considers this place as a second home, where they attach and spend most of their daily time to live, work and devote for the benefit of the country, for the benefit of the society. In any role and position, Hooray is always proud to be the bearer of the mission of preserving the values of Traditional Culture.

4.2.2 Corporate culture of Kindy Garden Montessori International Kindergarten

As a large-scale preschool education system with nearly 1,000 members including Vietnamese teachers, staff and foreign teachers from many different countries around the world, Kindy Garden house Montessori brings together members who are passionate, talented, brave, enthusiastic,

young and have a strong and thorough working spirit for the best purposes for the education and the young generation of Vietnam.

Regardless of the department, department or unit, each member of Kindy Garden Montessori is constantly learning and striving in the spirit of innovation and creativity with open and proactive thinking to improve themselves, and contribute to the overall goals of the System.

From the core values that Kindy Garden Montessori has steadfastly pursued since its inception, Kindy Garden Montessori is still diligently creating better values and results for the team regardless of day or night. Overcoming all challenges and barriers, Kindy Garden Montessori is growing day by day with the fundamental goal of sustainable development and contributing its best to the international educational integration process of Vietnam.

With the aspiration to promote the development of corporate culture in the digital era, Kindy Garden Montessori has been setting the demand for digital transformation as one of the strategic goals to prioritize the implementation in a wide and effective way. In addition, the System also regularly launches movements and contests around interesting topics to help improve the professional qualifications, professional skills and open-mindedness of its members. At the same time, deepening the desire for integration and passion for the cause of education.

In activities, Kindy Garden Montessori always links social activities with corporate culture. At Kindy Garden Montessori are all colorful. It represents the unity in the logo, brand and slogan of Kindy Garden Montessori.

The working attitude of employees must always be friendly, enthusiastic and enthusiastic. Before the employees are officially involved, Kindy Garden Montessori first trains the basic qualifications, regulations and working styles.

Corporate culture of Kindy Garden Montessori also focuses on training history. At the same time, history lessons about the fine traditions of the Vietnamese nation. And the special thing about Kindy Garden Montessori is that children are always respected

4.3 Comparative analysis of service culture and customer service at Hooray International Kindergarten and Kindy Garden Montessori

4.3.1 Hooray. International Kindergarten

The program of Hooray Bilingual Kindergarten is based on the Acelero Curriculum - a preschool program of the United States, in order to create opportunities for Vietnamese children to access preschool programs according to international standards. Hooray is committed to providing students with learning experiences that are relevant to real life, acquiring the necessary life skills to meet the living and working environment in the 21st century while still retaining the Vietnamese cultural identity. The program emphasizes 5 child development goals: Physical Development, Emotional Development, Social Development, Aesthetic Development, Cognitive Development and Language Development.

The school's curriculum is developed by American child education experts, including:

- Learning to understand deeply: Organized into modules for children to explore topics related to life. Each course lasts from 3 to 5 weeks.
- Small group activities: Supported by teachers, directed towards specific learning goals, in which children are active participants

- Free activities: Children can work and play in many different areas in the classroom such as: building blocks, acting, playing sand... This is an opportunity for children to improve their learning and develop skills, language and emotional awareness.

- Large group activities: This is an opportunity for children to enhance the community in the classroom and help them understand more about the topic of the lesson.

The 3 main elements of the Hooray Program include: Heart: EQ - Building personality and emotional intelligence (EQ), Head/mind: Intellectual Intelligence Quotient (IQ) - Math and Science.

Hand: Experiential learning/project-based learning.

International standard learning environment

The learning environment of Hooray Bilingual Kindergarten has the following characteristics:

Absolutely safe while stimulating the active exploration of young children. All materials and school supplies must meet the strict requirements of preschool education.

Hooray Kindergarten is a creative environment with high aesthetics, from design details, facilities to lessons for children.

Hooray focuses on the elements of nature and air. Children are exposed to green plants every day. The classrooms are flooded with light, so there is no need to light up during class hours. The arrangement of classrooms with adequate natural light also helps children avoid eye damage, typically nearsightedness.

To encourage children to be active, Hooray School has a sand and water play area, a car play area, etc. Toys and learning materials are plentiful, which are always renewed monthly to meet the discovery needs of preschool age.

Care and nutrition.

Health care.

For the best development of children, each student at Hooray Kindergarten has an individual medical record, which is monitored for weight and height periodically to monitor the child's physical development. Medical staff closely monitor the health problems of the children in order to promptly notify the family of the situation. The school also regularly organizes periodic health checks for the children.

In order to minimize infectious diseases, the principles of environmental hygiene and disease prevention are strictly followed.

Nutrition is guaranteed.

Hooray's kitchen is built to the standards of a preschool kitchen. The kitchen is located in a separate area, with strict hygiene control at every process to ensure that your baby's food is always safe and nutritious.

Hooray has its own dining room, clean and airy. The input food is also strictly controlled and transparent. Food is carefully selected with suppliers with Fresh, Clean, Safe food sources including: CoopFood, Metro, vinmart.

To ensure the safety of children's meals, Hooray kitchen adheres to the 3 no's rule:

- Do not use MSG, seasoning powder.
- No additives are used in processing.
- Do not use genetically modified foods.

The seasonings used in preparing meals for children are sea salt, traditional fish sauce, jaggery or raw cane sugar (not bleached). Hooray Kindergarten also strictly adheres to the nutritional regime, has a nutritionist to make up a diet for each age child, ensuring it is suitable for each child's diet,

avoiding obesity, overweight and malnutrition. nursing. Children eat according to taste, delicious but still ensure safety.

4.3.2 Kindy Garden Montessori International Kindergarten

If traditional educational methods force children to conform to a certain framework, Kindy Garden Montessori's Montessori method focuses on freedom and comfort. From there, it helps children to be active, independent and creative, shaping their personality from an early age. Besides stimulating the development of the senses, children learn and play by the combination of all 5 senses. Thereby helping children develop maximum creativity and ability to explore and discover.

Children learn to receive knowledge through standard materials.

All subjects such as: Mathematics, Science, History, Art, Music, Geography are carefully guided by teachers in two languages: Vietnamese and English. Children especially develop their language ability. Through familiarization with letters by face recognition activities, spelling activities, learning grammar and practicing writing.

Humanity education forms morality for children.

Through learning, exchanging with friends and teachers, completing tasks together, and handling situations through topics in class. Children become active, caring, sharing with others, able to take care of themselves. In particular, children will always want to explore and learn new things with the ability to remember and absorb knowledge very quickly.

Children learn to take care of themselves

Montessori method of training children to help them learn to take care of themselves from the smallest things such as washing hands, changing clothes, personal hygiene, arranging toys, books neatly, etc. with help from parents, teachers or adults.

The senses are used to the fullest extent.

Sensory or sensory activities help children explore the world around them in the most authentic and intimate way. Children who are free to draw or write freely about what makes them feel comfortable with each subject will have different approaches. This is a good premise to promote intelligence and acquire knowledge in later development stages.

5. Conclusions and recommendations

5.1 Conclusion

In recent years, in Vietnam, the bilingual education method has become popular and trusted by parents. Preschools named after the famous educator Montessori and bilingual have begun to be opened in two big cities, Hanoi and Saigon. In particular, students of Montessori and bilingual schools always like to go to class, are highly disciplined, independent, know how to think and solve problems on their own. With outstanding advantages in the Montessori method and international standard bilingualism.

5.2 Recommendations and proposals

5.2.1 For industries and state agencies managing the industry

Need to focus more on developing the customer service industry. In addition, state management agencies should put in place strict measures and regulations for individuals or

groups that have actions that adversely affect the industry. In addition, businesses should also create favorable conditions for businesses to easily approach customers and build sustainable relationships between consumers and product and service providers.

5.2.2 For Hooray International Kindergarten Leader and Kindy Garden Montessori International Kindergarten Leader

Leaders who want a culture to be created and customer-centric, what leaders need is training for employees in customer service. All customer service staff need to know how to communicate well with customers, what phrases to use and what to do to handle the simplest situations. Trained employees will teach some of the basics of a customer service and only they will know that the core of the business is the customer.

5.2.3 For the customer care department at Hooray International Kindergarten and Kindy Garden Montessori International Kindergarten

Improving the quality of customer service needs to improve the service to better meet the needs of customers. Need to develop a more customer care strategy. If the customer service department does a good job of taking care of customers, the school will have a stable number of customers. Customers will put more trust in the school and be able to send their children to school.

5.3 Solutions to develop customer service culture at Hooray international preschool and Kindy Garden Montessori

Get in touch with your customers more:

To build a good customer care culture, contact with customers is indispensable. The more contact and interaction, the more information will be obtained to take care of customers in the most complete way. Customer contact can be direct or indirect, with some departments or the entire organization.

In order to be in direct contact with customers, schools need to be ready to create gatherings, appreciations, and celebrations where a large number of parents are invited. Through direct contact activities, the school unit will see for themselves the customer's attitude towards the organization, thereby evaluating and giving an appropriate care strategy.

For indirect contact, schools often encourage parents to make comments and evaluations about the quality of their services or services. In addition, there are constantly statistics established to understand customers better, from which to understand what they are lacking, what they do well, how to take care of customers to satisfy them.

There are more compensation enhancements:

In order for a customer care culture to be created in an enterprise, there should be a connection between customer care and employee benefits and treatment. Taking care of customers is not a pleasant job because every member has to satisfy customers. However, if it is possible to satisfy customers with enhanced treatment, anyone will be willing.

There are businesses where employee bonuses are given based on customer reviews of them. If the employee contacts and satisfies customers and is highly appreciated by customers, that employee will receive a corresponding remuneration.

However, in the case of poor customer care, the working members will not be affected, so the customer care culture will not develop. Then tie employee compensation to customer satisfaction. In the case of receiving poor feedback or bad reviews, the employee's compensation will be reduced, which helps the customer care culture to be more focused.

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