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Comparative analysis of customer service culture of CBS and IDC architectural design training center

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Abstract

This study compares two different architectural design training centers that have been operating in Ho Chi Minh City Vietnam for a very long time. Their observed differences in term of customer approach and service culture

could be a basis to develop multiple business strategies to compete with each other and with other current and potential competitors in a very tough and demanding professional training service market.

Keywords: Architectural Design, Customer Service, Professional Education, Service Culture

1. Introduction

1.1 Overview of the research problem

Customer service culture is not simply businesses that perform customer-facing services, but it is also a sustainable organizational culture, bridging the gap between workplace culture and always being customer-oriented. It is a factor in capturing the trust and loyalty of customers to the business.

The market is increasingly competitive, so creating a business that puts customers first is very important. Customers won't hesitate to stop supporting your business if they feel unappreciated. In fact, businesses that build a customer-oriented strategy achieve higher profits than those without a customer-oriented strategy. Therefore, it is important for businesses to create a customer-centric culture.

1.2 Urgency of the research problem

Customers are always the first priority, all development of products and services is aimed at meeting the needs of customers. Currently, the competition is increasingly fierce, which challenges businesses to respond to customer needs faster, the more dominant they are in this challenging race.

However, it will not be easy to build a service culture to achieve customer satisfaction with businesses without methods to improve customer service quality in Vietnamese businesses today.

The problem is that businesses need to provide services that exceed customer expectations so that customers stay loyal and bring more customers to the business. Therefore, the more businesses understand the level of customer satisfaction and understand their needs, the more solutions they will have to provide the best service to customers. And if customers feel that their wishes have not been satisfactorily resolved, this is the business's problem.

1.3 The significance of the study for management practice

Changing corporate culture towards customers is not a one-day process, and it is even more impossible without the determination of the business. Therefore, businesses always devote themselves to building a customer-oriented service culture with the goal of gaining a stronger competitive advantage in the increasingly popular market today, which is a strategy that brings many benefits to customers. enterprise.

In fact, Vietnamese businesses are aware of building a service culture to customers. In order to create a customer service culture, managers must first build and strengthen a culture towards a good customer experience inside the company, because employees are the ones who are in direct contact with customers. Contact with customers brings positive emotions to customers, affecting customers' decisions whether to stay loyal to the business or not.

1.4 Research objectives

We will explore and compare the service culture and customer service at the two CBS and IDC architecture training centers.

2. Theoretical basis

2.1 Native culture

National culture can be considered as one of the core factors forming corporate culture in Vietnam. In which, each individual in the corporate culture has to bear the impacts as well as the factors that carry national cultural values, so corporate culture is always formed as well as associated with the national culture. Nationalization is natural.

With a long history and thousands of years of civilization, Vietnam has built up its own values of code of conduct as well as a community spirit imbued with national identity. Strongly influenced by major cultures such as Chinese and Indian cultures as well as Western cultures, contributing to the richness and development of Vietnamese culture. Moreover, Vietnam also has 54 ethnic groups in it as well as 54 different cultures, contributing to increasing the rich value of the national identity in Vietnam.

In the current era of industrialization and modernization, Vietnam has made positive strides in absorbing business management experience from investment and development countries. At the same time, constantly trying to build and innovate corporate culture to be more suitable for individuals, regions as well as different ethnic groups, creating a healthy cultural environment.

What makes our nation's cultural identity stand out is the importance of human thought, peace-loving with the spirit of food, the will to strive for resilience and self-reliance... These are also advantages. The point of Vietnamese people in the construction of corporate culture. Despite this, however, Vietnamese people also have shortcomings and limitations such as self-love, striving at the core to "Glorify the body and family", easily satisfied with poverty as well as for the sake of previous interests. eyes that forget the long-term benefits, timidity, fear of competition and especially still carrying the ideology of respect for farmers and disdain and this is one of the significant factors affecting the expansion of the market economy. school in our country. In addition, the scattered living habits of the small farming economy have also penetrated deeply into the modern lifestyle, passive habits, fear of innovation and breakthroughs also cause obstacles in the development. enterprise today.

However, in today's society, when people's intellectual level is increasing, those limitations are also gradually overcome, because people's education level about views as well as transformational values changes as well as changes in values. actively innovated and received. Especially when Vietnam is one of the WTO members, the level of business management is also gradually improved, the current aspects and pressing issues are also focused on such as the relationship between nature and human relations between people and people between individuals and communities as well as between the nation and humanity.

In order to have wise steps and wise choices in today's developed global economy, Vietnamese businesses need to build a smart corporate culture to open up new opportunities. New opportunities for business. In order not to be dissolved with international corporate cultures, our country's businesses need to pay special attention to building cultural values on the basis of national culture to be able to attract new customers. quintessence of humanity, creating new steps but still suitable to the situation and cultural identity of Vietnam.

2.2 Organizational culture

Corporate culture is the totality of values built during the formation of an enterprise, which governs the thoughts and behaviors of all members of the enterprise, makes a difference between businesses, and is considered a unique traditions of each business.

Organizational culture is the system of values and beliefs shared by members of an organization and guides the behavior of employees in the organization. Organizational culture defines the personality of the business, often seen as the way people in the organization live. For example, we take the example of 3M company, the company's leaders always encourage creativity and innovation. The company allows employees of its research and development department to spend 15% of their work time pursuing any idea with commercial potential. We've also heard of Wal Mart's culture of working hard to satisfy customers and keep costs down. At the company Hewlett - Packard (HP), if a team cooperates to make a good effort to do the assigned work, the whole team is rewarded. When the collective or individual has cost-saving solutions for the unit, they will also receive rewards. In this way, the company promotes "HP-style" cooperation among individuals in the company, contributing to the success of the company over the years. In a nutshell, culture is the values, traditions and operating style of a company.

Corporate culture is the totality of cultural values built up during the existence and development of an enterprise, becoming the values, concepts, customs and traditions deeply ingrained in the operation of the enterprise. the enterprise and govern the feelings, thinking patterns and behaviors of all members of the enterprise in the pursuit and realization of its goals.

Organizational culture represents the common perception of the members of the organization. However, the recognition that organizational culture has common characteristics does not mean that subcultures within an organization cannot exist. Most large organizations have a typical culture and many different subcultures. Subcultures are common values and meaning systems shared by a group of employees in an organization. Subculture clusters can be defined based on the layout of the departments or on the nature of the work of the employees. For example, the subculture cluster of the Marketing and Sales department will include the basic values of the company's typical culture plus the unique values created by the Marketing and sales staff. The core values of this subculture are those associated with competition, growth, and personal achievement. They like status, money and are less concerned with financial procedures and controls. The style of dress and communication is very comfortable. They value relationship, communication, and negotiation skills. The subculture of technicians and specialists in the production department is different from that of the marketing department. The core values of this department are determined by their profession, not by the company. Money and position in the company are not as important to them as the challenge of work, freedom and achievements.

- Basic characteristics of organizational culture

Culture in an organization means the adherence to principles, rules, behavior of members and the way, way of life in the organization, awareness and responsibility of members about the organization's goals; about your own

work. The culture of a reward organization has the following basic characteristics:

1. **Generality, legitimacy of behavior**
The culture of the entire organization from the perspective of the whole is not a mere addition of discrete, single elements. When individuals in an organization interact with each other, they use the same language, terminology and behavior.
2. **Historical calculation, orthodox values**
Organizational culture originates from the history of formation and development of the organization. There are core values that the organization espouses, supports, and expects its participants to share. These values are seen as the value principles that the organization and its members strive to achieve. Organizational culture refers to the form of beliefs, values, and habits developed over the course of an organization's history. These things are reflected in the management and behavior of the members.
3. **Rituals, philosophies**
Each organization often has its own rituals and symbols. There are policies and ideology that define the organization's beliefs about how it treats employees, customers, and consumers. These philosophies guide the activities of the organization and its members.
4. **Standards and rules**
As standards of behavior, strict rules related to acceptance of organizational membership. These standards can be binding on members of the organization and require newcomers to comply in order to be accepted within the organization.
5. **Sociality**
Organizational culture is created, maintained, and breakable by the organization itself. In other words, organizational culture, unlike national culture, is a social construct.
6. **Conservative**
Organizational culture, once established, is difficult to change over time, like national culture. An organization has a culture with distinctive features that distinguish it from others.
7. **The atmosphere when organizing**
The totality of feelings generated by working conditions, ways of behaving and interacting, and ways in which members relate to people outside the organization.
8. **Success skills**
The special competencies and abilities of the members of the organization manifest through the successful performance of specific jobs or areas. These skills are developed and passed on to future generations.

2.3 Corporate culture

Corporate culture is the entire cultural value built up during the existence and development of an enterprise, thereby becoming familiar rules and habits deeply ingrained in the operation of the enterprise. govern the feelings, ways of thinking and behavior of all members of the enterprise in the pursuit and realization of goals. Corporate culture as the identity shirt of a company to the outside, is also a solid pillar for each employee.

Corporate culture sets a business apart from all others. To make this difference, businesses must build a culture based on two factors:

- Orientation and strategy of the company (mission, vision)
- What values the company has (values)

Corporate culture can change over time, business leaders can adjust one or all of the contents of the corporate culture as stated. Corporate culture will have core values throughout, but the way it is expressed or one of its contents needs to be changed to be more appropriate. In which, objective factors (market, production tools...) will have a strong impact on this change.

For example: At the time of 2020, the COVID-19 epidemic was breaking out strongly affecting the market. Currently, information technology is also affecting the production and business processes of most businesses.

To survive and develop, businesses must adjust their vision and business strategies in line with ongoing trends. This change will lead to other changes in internal regulations, personnel, customers... And from there, corporate culture will change.

Corporate culture is the backbone of a company. Without it, conflicts in the business will very easily occur. Just one element is changed, all people in the business will easily lose direction.

2.4 Service culture and customer service

"Without customers, no company would exist." The comment of the famous economist Erwin Frand has shown the role of the customer in all business activities. During business downturns, companies have faced significant declines in revenue, resulting in staff cuts and downsizing of services. However, this really did not help the company regain its growth momentum. In difficult times, service must be the top priority: the more customers a business can attract, the quicker and easier it will be to get through the crisis.

Customers increasingly have attractive offers from other suppliers. They not only pick out great deals, but also care about customer service. If you want a business that leverages customer service, there's no other way but to enforce a "customer-centric" culture in your company. Here are 7 important steps to help businesses build a culture of service and customer service – the basis of great customer service.

- **Training staff on customer service**
All employees need to know how to communicate with customers, how to use phrases and how to handle simple situations. This training will teach them the basics of customer service and show them that customers are the core of the business, if every employee has customer satisfaction at work, no jobs will be left behind and no emails will go unanswered either.
- **Building awareness in the organization**
If we want customers to be the most important part of our business, we need to make our philosophy "Customer satisfaction is the bottom line" in a clear and concise manner. In other words, make it official. Praise your customer satisfaction philosophy publicly, on your website, and on social media sites. But also make sure actions follow words.
- **Customer satisfaction is a top priority**
Customers are important shareholders in the business. Their satisfaction plays an important role in our business especially how much revenue we make. An InfoQuest study found that "*completely satisfied*"

customers" contribute 2.6 times more revenue than other customers. In addition, *"completely satisfied customers"* contribute 14 times more to revenue than dissatisfied customers.

- **Empower employees**

To some extent, you should give your staff the authority to do what is necessary to provide customers with optimal service, as well as respond to any requests to defuse their anger. Let's build a system of regulations to create favorable conditions for the company's staff to best serve customers.

- **Personalize the service**

Greet customers by their first name, if possible. Before each customer contact, a handshake and a couple of self-introductions are also essential. Building the individuality of your service will not only help you strengthen relationships with existing clients, but it will also help you effectively deal with difficult situations as they arise. Thank your customers for their interest in you. This will really make a difference for your company in the eyes of customers.

- **Offer a possible solution**

Quickly find ways to solve customer problems. You should prepare several different solutions for customers to choose from. Put yourself in the customer's shoes as you participate in defining the solution, and clearly explain any remaining problems.

- **Ask your customers what they think about the service you are providing**

The best way to tell if a customer is satisfied is to ask them. You can organize customer surveys, polls, interviews, or use polls. You can also go out to chat with your customers and with your employees. You ask how they feel about your customer service. Ideally, you should use a combination of the two methods above.

2.5 Service culture and customer service in the education industry

The Vietnamese education system in general, and each educational institution in particular, is shifting from centralized administration to quality assurance. Thus, it means that it is necessary to switch from a centralized, passive and dogmatic management culture to a culture of quality to ensure quality for the education system, as well as for each educational institution and quality of the management process itself.

The culture of service and customer service in the education industry always considers "students both customers and products of the school". This relationship is built and developed sustainably by the school as well as businesses operating in the education industry in order to create global citizens with cultural and scientific knowledge, professional skills, the ability to integrate effectively contributes to the cause of industrialization, modernization and international economic integration of the country.

In this relationship, enterprises operating in the field of education play the role of both manufacturers and suppliers of training products and services for society, while students are considered as consumers. use services and are also products of the training process in the school. The process of building and developing culture needs to absorb and inherit the traditional cultural values, the good traditions of the Vietnamese nation that have been formed over many

generations in association with different circumstances, contexts and circumstances. requirements of the new situation, towards the goal of building a new person, adding new values in order to form an advanced traditional culture imbued with national identity, ensuring civilization and modernity.

Building a quality cultural environment is also a way to implement a culture of service and customer service in the education industry. Educational institutions or businesses operating in the field of education will carry out the mission and goals set by the education and training industry, in order to encourage everyone to work and study, dedicate their own energy and intelligence for the educational institution. Currently, the socio-cultural environment according to the development trend of the market economy and globalization, the school culture is also greatly affected, so the organizational culture of the educational institution needs to be oriented to build a quality culture to really promote its positive influence on every member of the organization.

3. Research methods

3.1 Data sources and methods of collection

a) Data source

There are two basic types of data sources as (1) secondary data and (2) primary data.

Secondary data: is data collected by others, used for purposes that may be different from our research purposes. Secondary data can be unprocessed data (also called raw data) or processed data. Thus, secondary data is not directly collected by the researcher.

Primary Data: When secondary data is not available or cannot help answer our research questions, we need to collect the data ourselves to suit the research problem posed. These self-collected data are referred to as peer data. In other words, primary data is the data collected by the researcher himself.

b) Method of collection

Methods of collecting qualitative and quantitative data

There are 3 common methods: (1) observation; (2) interview and (3) survey through questionnaire.

Observational method: Participatory observation (immersion) e.g., impersonating a passenger on a public bus to find out service quality or assess user satisfaction.

Interview Method: Interview is a very common data collection method. In everyday life we gather information through various forms of communication with others.

Research method: Scientific research method is a system of tools to support the scientific research process, helping to collect data, data, information and knowledge to serve the discovery of new things. for practical life.

3.2 Research process

a. Defining the problem and goal

The first job in the market research process is to identify the problem that the business is facing, need research data to provide a solution, the objectives to be achieved of the research. For example, business A is having an idea for a new product. To realize the idea, business A produces a small quantity of this product, distributes it to selected customers, and conducts research on these customers' reviews of the product.

b. Build a plan

Once the problem and objectives have been identified, the researcher needs to develop an effective plan to obtain the necessary information, at an estimated cost, and appropriate to the situation. corporate finance. The research plan will include identifying possible data sources, collection methods, means & tools, "sampling plan", contact method, cost budget. details.

Regarding the approach, researchers can use the following methods:

Observational method: The researcher collects information through discreet observation of the research subject's activities (for example, the customer process at the store, the process of the customer using the product)

Survey method: The researcher conducts surveys to assess the thoughts and opinions of the people selected to participate on a particular issue.

Behavioral research method: The person studies the subject's behavior through secondary data obtained from call history, purchase history, website visit history of businesses.

Qualitative research method: The researcher screens and selects a small number of typical subjects to participate in the research. The researcher will ask a few typical questions and listen to the answers and sharing from the participants.

c. Collect information

At this stage, the researcher begins to carry out the work of collecting information and data according to the set plan. The researcher needs to ensure that the information collected during the research is recorded or updated on the software and applications in a complete and clear manner, arranged in a logical and scientific order.

d. Data analytics (information)

Based on the collected data, the researcher begins the analysis, including statistical work, calculating to produce the average values according to the variables suitable for the research objectives.

e. Presenting research results

After completing the research process, the researcher needs to present and display the data and research results in an intuitive, easy-to-understand manner and ensure scientific and logical character, so that the people and departments can authority to learn can have a sound basis in making decisions

f. Give decision

Finally, businesses consult and make decisions based on the results gathered from the research.

4. Research results and discussion**4.1 Business overview****✓ CBS Center**

CBS Group (Creative Business Support) is a Japanese corporation operating in the field of architectural design, construction, mechanical design, training consulting, investment consulting, engineering and human resources, providing providing innovative business ideas to businesses through the management system MOT (Management of Technology). This is considered as a management model of "training talents, applying advanced techniques that have accumulated, developed and globalized technology".

With the strong development needs of the engineering industry in today's society and the connection between CBS Group and businesses not only in Japan but around the world, constantly researching, searching and supplying optimal solutions in supporting creative ideas, continuous

technical innovations to bring growth to businesses, as well as bring dreams and enthusiasm to members of the that business. At the same time, in order to maintain technical development, right now, "nourishing and training talents, effectively using advanced techniques and exploiting globalization technology" is imperative and necessary. essential to the future of a country, as well as the development of businesses themselves. A long journey is still ahead, but CBS Group will grow stronger and more successful in the future.

• Vision and mission

To become a leading corporation in the field of architectural design, construction, mechanical design, training consultancy, investment consulting, engineering and human resources to provide optimal solutions and bring constantly increasing value for customers. Taking the word "happiness" as the principle in all activities, because it brings joy not only to employees but also to employees' relatives, partners, customers and everyone around.

▪ Operation Motto

Take action on your own to stay ahead.

Greeting each other every day is the joy of starting a new day.

Think carefully, act properly so that everything does not become unreasonable, useless, meaningless.

Constantly exploring your own abilities and confidently experiencing new challenges.

✓ IDC**▪ Mission**

IDC with the mission of being a companion of young people in the field of studying and working as an architect, graphic designer as well as the desire to train quality human resources for society, we constantly improve our work. strive to look forward to a better future for the students themselves as well as the employers.

▪ Vision

New era - IDC is determined to become one of the leading units in exploiting informatics applications for industries, especially architecture, construction, interior design, and graphic design.

▪ Message

Good at a job - enjoy a lifetime.

4.2 Culture in the enterprise**▪ Corporate culture about CBS**

CBS Corporation has a network of companies and human resources engaged in many industries such as construction, IT, electrical machinery and machinery, as well as in Japan and around the world, and has planning and engineering capabilities. high art. Using wisdom and know-how, creatively support the growth of world-class companies. CBS can provide advanced Japanese technology, equipment and sophisticated design.

Foreign companies can gather local information and solve problems with many barriers. Has a high profile and brand image.

CBS is a construction cooperation company, and there are about 20 companies specializing in each work of glass, roof, floor, steel frame, electricity, water supply and drainage, furniture, furniture,...

As the CBS Construction Education Center produces more than 400 graduates for the Vietnamese construction industry each year, CBS is well known, and is designing and building for Vietnam using the power of this brand.

During the design process, CBS has built a partnership relationship with Japanese architects and is developing Japanese technologies such as new Japanese building materials, barrier-free and ecological, and exquisite Japanese design. In the construction field, aiming to realize an "attractive place" while guiding the quality control and safety management in Japan with cooperation of specialized construction companies in the country such as glass, tiles and steel frames.

▪ **Culture in the enterprise about the center of IDC**

As an expert with more than 20 years of experience in the field of training Architectural Painters, up to now, New Era School - IDC has produced hundreds of thousands of students, supplying a wide range of painters' labor market. great.

The Advanced Architectural Painter program (2D - 3D Interior and Exterior Painter) was opened to train students with multi-skills in the industry. After a course, you can both work as a painter to develop 2D technical documents and have 3D architectural perspective on both interior and exterior. This is an outstanding advantage, helping students have many career opportunities.

After participating in the course, with fully grasping the necessary knowledge based on the hands-on program, theory and practice help students grasp knowledge and master skills.

In particular, with the support of job placement at IDC, you will have more opportunities to choose a career for yourself after graduation.

4.3 Comparative analysis of service culture and customer service at CBS and IDC

- ❖ Comparison of service quality of training courses
 - CBS Center
 - + The lecturers of foundational knowledge & project guidance are good architects with more than 10 years of design consulting practice. They are department heads, directors, leaders of companies, design studios. They love their job, are enthusiastic, and wholeheartedly share their knowledge and experience with young people as a teacher when teaching.
 - + Detailed course outlines are regularly updated by good architects, keeping up with the reality happening at design companies and from customer requirements.
 - + The amount of knowledge for each lesson is strictly controlled according to the process of a Japanese enterprise, ensuring the final results of the students.
 - + For the project subject, the form of instruction is 1 on 1. Each student is a different project going from idea to detailed development.
 - + Regular and continuous school schedule, only holidays according to state regulations. Do not interrupt so that students have to wait for classes and join classes.
 - + Commit to students' knowledge skills after completing the course.
 - IDC Center
 - + A team of experienced, highly qualified lecturers who are masters, engineers, architects with experience teaching in schools and practical knowledge.
 - + Instructors are passionate about the profession, have a clear and methodical route, dedicated guidance, hand-in-hand, teaching from foundation to advanced level.

5. Conclusions and recommendations

5.1 Conclusion

In general, the management of educational training is an important step that determines the success or failure of the educational career and also shows the determination of the government. According to the analysis mentioned in the section on the causes of the weakness, it is necessary to urgently clarify the perception of the phase transition of the economy and the inevitable compatibility of the educational administration mechanism, especially education. universities, with the market mechanism, socialist orientation, as the basis for having the right awareness and determination to organize the implementation of educational management innovation policies at all levels. At the same time, to overcome the weaknesses in specific management as stated in the Education Development Strategy of CBS and IDC, although they are different, the common point is to clearly define the responsibilities of ministries and levels; this management must be considered as the key to solve the problems of education that are posed in a very pressing way in society.

In addition, architecture and construction are inherently a specific industry that is important to the development of a country, because the urban face is reflected in architecture. Architecture here is not only the construction of houses and interiors, but also works at a higher level such as planning architecture, administrative office design, high-rise buildings, industrial works, etc. Therefore, there are many documents and regulations on the scope of practice as well as the management levels or the issuance of practice certificates. With the strong development needs of the engineering industry in today's society and the connection between CBS Group and businesses not only in Japan but all over the world, we are constantly researching, searching and provide optimal solutions in support of innovative ideas, continuous technical innovations to bring growth to businesses, as well as bring dreams and enthusiasm to members. of those businesses. At the same time, we always keep in mind that, in order to maintain technical development, from now on it is necessary to "nurture and train talents, effectively use advanced techniques and exploit globalization technology" is imperative and necessary for the future of a country, as well as the development of businesses themselves.

5.2 Recommendations and suggestions

5.2.1 For industries and state agencies managing the industry

Competent agencies need to propose macro policies to stabilize the economy. In addition, continuing to improve the legal framework, focusing on the implementation of law enforcement agencies at all levels in order to build a more open and healthy business environment, thereby creating favorable conditions for law enforcement agencies. business operations are increasingly efficient, safe and sustainable.

In the current era of information technology development, management agencies need to focus on developing information technology, also in order to develop CRM system.

5.2.2 For CBS and IDC leadership

It is necessary to take control and participate directly in every process of the system. This is really necessary, because thanks to the guidance of the leadership, the

implementation of the system's operation will be implemented seriously and effectively. From there, employees who understand the determination to implement the program of the CRM system will work enthusiastically and maximize the effectiveness of the system.

Regularly organize training for staff on CRM, so that employees have an overview of CRM, as well as understand CRM strategies and benefits.

5.2.3 For customer service at CBS and IDC

Always pay attention to the needs of customers, regularly contact to capture information about customers to make appropriate suggestions and offers to meet customer needs promptly as well as ensure customer satisfaction. customers to the center.

5.3 Solutions to develop customer service culture at CBS and IDC

Create a habit of corporate culture for employees by: training, introducing new employees to the corporate culture, actively propagating corporate culture through simple things every day. days (such as: hanging logos, slogans, rules boards in conspicuous places in the company, propaganda through talks, exchanges), propaganda through seminars, meetings, collective activities to form a habit for former employees.

Create an internal mechanism to protect those who dare to speak, dare to fight, criticize openly, actively self-criticize and criticize actions that have a negative impact on corporate culture.

Develop specific criteria to evaluate the implementation of corporate culture to bring higher efficiency. There are specific mechanisms on reward and discipline for individuals and units in the organization in the process of implementing corporate culture.

Building typical examples for each member to study, strive and follow. The role models should be successful Company leaders who may have previously or are currently working at the Company.

It should be built into a compact corporate culture handbook for employees to carry with them. In the process of implementing the corporate culture, it must always maintain, supplement and develop the positive ones, evaluate, recognize, propose and change the limitations, the outdated and outdated ones to catch up with the new trends. general trend of society.

Train employees to empathize with customers, so it will be easier to solve problems related to the company's customer service. Responding to customer inquiries is always a priority, customer care departments must always master professional knowledge to be ready to support customers through contact channels.

Nothing inspires employees to perform better than appreciation and recognition from their colleagues. Recognizing every employee's efforts in customer service shows how much they care.

Large enterprises are now adjusting their service strategies by capturing customer feedback and conducting customer satisfaction surveys. Implementation based on feedback and surveys from customers helps employees instill a deep sense of service culture. It also shows customers how much the company values their feedback.

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