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Comparative analysis of customer service culture of Hung Thinh and Gamuda Land

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Abstract

This study compares two different real estate enterprises that have been renowned and 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 property market in biggest cities of Vietnam.

Keywords: Real Estate Business, Customer Service, Property Market, Service Culture

1. Introduction

1.1 Research overview

a) Real estate concept

Assets include many types, depending on the purpose of management and use, people have criteria to divide into different types. The most general classification used by all countries is to divide assets into two categories: movable and immovable.

b) Real estate market

There are many different understandings of the real estate market, but the concepts that have one thing in common in general about the real estate market are the summation of real estate transactions made through real estate transactions. monetary goods. Real estate includes many different types, but all real estate is inseparable from the land element. Therefore, the characteristics of goods and the land market are always the factors that play a central role and govern the entire operation of the real estate market.

1.2 Urgency of the research problem

Real estate service culture is an important factor in helping customers have a comfortable land buying experience, and it also helps businesses grow and have a foothold in this hot market.

If a business can't provide proper service and annoys customers, it can affect the entire business and create the risk of bankruptcy.

So how can we create a service culture suitable for the real estate industry? It depends on what regular customers need so we can research, learn and apply.

Therefore, in order to learn how real estate businesses, operate and contribute to society, we must study the service culture of Gamuda Land and Hung Thinh.

1.3 The significance of the study for management practice

The real estate market is one of the markets with an important position and role for the national economy, having a direct relationship with the financial and monetary markets, the construction market, the material market. construction, labor market Effective development and management of this market will make an important contribution to the process of promoting socio-economic development, creating the ability to attract investment capital sources for the country. development, making practical contributions to the process of sustainable urban and rural development in the direction of industrialization and modernization of the country.

High scientific and practical significance, providing agencies and units with empirical evidence in building orientations for real estate market development.

1.4 Objectives of the study

Real estate is associated with the life of every member of society. Along with the capital market, the labor market and the real estate market are one of the input markets for the production process. The real estate market is one of the important markets of the economy. With the centrally planned economic model of our country, this market has not been developed before. In the process of transitioning to a socialist-oriented multi-sector market economy under the management of the State in recent years, our country's real estate market has been forming and developing at a fast and extremely complex pace.

complex. In recent years, our country's economy has ended the recession, developed relatively comprehensively and continuously grew at a high rate. Since 1986, our economy has changed from a centrally planned economy with subsidies to a market-oriented economy with the State's adjustment. Our country's economy has been transformed one step in the direction of exploiting investment capacity and comprehensive social development, taking socio-economic efficiency as a criterion for choosing an effective direction of investment scale.

In fact, if properly invested and developed, the real estate market will produce great results:

- Real estate business generates large profits so it is easy to attract investment capital and real estate, especially foreign capital and accumulated capital of the population classes;
- The State will increase revenue and manage land resources well;
- The real estate market under the management and regulation of the State will develop healthily, the phenomenon of underground business will be eliminated;
- Housing and residential land is an important field containing economic - social - political factors, so proper management and development of the real estate market will entail many other factors such as: correct land use the purpose of avoiding land waste, creating a place for people to live, ensuring the planning policy of the State...

2. Theoretical basis

2.1 Vietnamese national culture

Vietnamese culture is understood and presented under different concepts:

The first concept: it is to identify Vietnamese culture with Vietnamese culture, presenting Vietnamese cultural history only as civilized history of Vietnamese people.

The second concept: Vietnamese culture is the entire culture of Vietnamese ethnic groups residing in the land of Vietnam, only the culture of each ethnic group, no national/cultural culture.

The third concept: Vietnamese culture is an ethnic/cultural community, which is a unified national culture on the basis of diverse ethnic cultural nuances. The concept of nation/culture refers to a sovereign state in which the majority of citizens are bound together by the elements that make up a nation. This third concept is currently the most popular concept by researchers and managers in the field of Vietnamese culture, so the content of Vietnamese culture will be presented according to the third concept. Vietnamese culture in the direction of national culture

Vietnamese culture has spread to many countries around the

world. Many cultural festivals, Vietnamese culture weeks abroad are held. In the process of integration, we attend and share common cultural values; enhance mutual understanding between peoples; promote the image of the country and people of Vietnam to international friends; contribute to the struggle for peace and development. The process of international integration "makes an important contribution to the cause of socio-economic development, increasing the national synergy, maintaining the independence, sovereignty, unity and territorial integrity of the country, maintain political security and social order and safety; improve people's lives, strengthen people's confidence in the renovation work; enhance Vietnam's position in the international arena".

Also, thanks to active and proactive international integration, Vietnamese culture and people have absorbed and supplemented the values and cultural quintessence of humanity; appearance of new cultural forms enriching the cultural and spiritual life of Vietnamese people; forming modern people with new qualities, suitable for the times.

2.2 Organizational culture

Organizational culture is seen as a perception that exists only within an organization and 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, the culture of the organization is the most vivid and specific presence of that organization that people can easily recognize. That image can be made up of many factors. Therefore, as long as there is a change in one element, the image of that organization will, in theory, be different. Therefore, theoretically, no organization will have the same culture as another, even though they may have many similarities.

Functions of organizational culture

The first function: Making members adapt to the external environment and integrate with the organization's internal, thereby helping the organization adapt to its operating environment.

Second function: Align members' behavior with accepted behavior in the organization.

Basic elements of organizational culture

Core values: Are the values related to the work of a society, a community in which the organization operates.

Norms: Informal rules of behavior shared by group members and bound to adhere.

Beliefs: Things that people believe to be true, to be true...and it often comes from outside the organization (such as religion, belief...) and it has an impact on shared values.

Myths: Stories that relate to typical real events and are often further fictionalized to form ideal images.

Collective rituals: collective spiritual activities such as festivals are repeated to create synergy among members and make members feel they are part of the organization.

Taboos: An organization's cultural practices that forbid members from doing or talking about something (e.g. smoking bans in the workplace, banning workers from bringing bags into the factory, etc.)

2.3 Corporate culture

Culture is a common understanding that is the balance when society has many risks of change. Or it can be roughly understood that all material things can be lost, what remains is culture.

Regardless of which country, organization, or sect wants to develop for a long time, it must have its own culture and businesses are no exception to that rule. In the context of integration and competition on an increasingly flat environment, corporate culture becomes more and more important.

Corporate culture is the awareness, behavior, communication, and qualities found only in an enterprise.

A company or organization is composed of individuals with different personalities, lifestyles, social backgrounds and perceptions. However, when working together for the same business, they have the same frequency in many aspects related to that business. Those commonalities signify corporate culture.

Corporate culture as the identity shirt of a company to the outside, is also a solid pillar for each employee.

Elements of corporate culture

Corporate culture is not ambiguous, but is shown through many factors, including intangible and tangible. Such as:

Behavior, communication, habits of people in the company
How company employees perceive and behave with the outside world

Internal regulations of the company

Uniforms, activities

Human resources are an important factor in creating corporate culture. And every workplace has a different culture.

Why build a corporate culture?

Easily integrate when the corporate culture is open

Improve productivity and quality of office life

Corporate culture makes employees ready for long-term dedication

Corporate culture affects customer service

2.4 Service culture and customer service

Service culture

Customer service is simply understood as consulting as well as supporting customers in the process of buying and using services and products. Depending on the type of business, the service will be carried out by employees of a number of different departments. Usually, customer service will be in the form of waiters, receptionists or sales, call centers of customer care. Today, the issue of customer service needs to develop at the same time in both online and offline forms

Customer service culture

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

The importance of service culture

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. Yes, in difficult times, service should be even more of a priority: the more

customers you attract, the quicker and easier it will be to get through the crisis.

Many marketers of large companies are reverting to a "service first" attitude. However, while a lot of companies "sell" excellent customer service, some companies just stop at the "delivery" level. The main problem is that very few marketers have ever actually served their customers

How to develop a customer service culture

Customer service training

Rewards and Recognition

Feedback and surveys

2.5 Service culture and real estate industry service

In business, your product isn't the only thing that makes a profit. Customer service plays a huge role in the profitability of the company. In fact, Real Estate is a huge investment demanding industry and if you can't make them comfortable, you could lose a lot of opportunities to get a deal. Good customer service makes customers feel that you understand the problem they are facing and are on their side. Such a feeling is absolutely necessary to motivate clients to make investment decisions.

Taking care of real estate customers (real estate) is a necessary skill in business and sales. If you have a pleasant voice, sociable and know how to persuade others. You are very easy to serve for sales. Become a good salesman in the real estate profession. You need to have the following 10 skills.

- See customers as relatives
- Listen and answer customer questions clearly and understandably
- Empathize with customer problems
- Scientific time management
- Friendly and sociable with customers
- Understanding customer psychology
- Responsible for customers
- Regularly interact with customers
- Deep understanding and grasping every detail of the product we are selling
- Flexibility in customer service

In general, the service culture of the real estate industry is an effective competitive tool of enterprises. In addition to the product element, convenience. What customers want most from the goods they buy is reliability. Taking care of customers is not only the duty of the customer service department, but also any individual in the business must perform this task.

Today, applying technology to customer care is essential. Making customer care and management simple and effective.

The purpose of serving and serving customers in the real estate industry

By developing good customer care policies and programs, real estate brokers can achieve benefits such as:

- Build customer relationships
- Generate referrals
- Become the Top of Mind of the customer

3. Research methods

3.1 Data sources and methods of collection

The customer data collection process consists of 5 main steps including:

Determine what information you want to collect: The first

step is to clearly define what information you want to collect from your customers. Usually that information will include: Customer name, phone number, interests, habits, shopping behavior ...

Time selection: Not every time will make your data collection successful. Accordingly, you need to plan your data collection carefully before deciding on a strategy or change.

Define method: There are many different methods of collecting customer data. And each data collection method has its own advantages and disadvantages. What you need to do is determine which method is really suitable and effective.

Conduct data collection: The next step is to conduct the customer data collection process. This step needs to be done carefully and besides, do not forget to monitor the process regularly to limit errors.

Evaluate and report final results: Once you have some customer data in hand, it is time to evaluate the results achieved. From that result to make a decision whether to change the business strategy or not!

Online customer data collection methods:

Using social networks: Currently with the development of social networking sites, the use of websites such as Facebook, Tiktok, Instagram is becoming a trend and an indispensable spiritual food for many people. People. Because of such a large daily and hourly traffic, it is much simpler to collect information through social networking sites. This is also being evaluated as the most effective method of collecting customer data today.

Using traditional means: One of the most effective ways to collect customer information is to take advantage of the power of communication: Television, newspapers or other media. These are extremely effective sources of communication capable of the ability to bring businesses many different potential customers.

Use advertising: You can also use short promotional videos to collect data from customers. However, this method often costs more and requires you to have an investment to be able to create ads that attract viewers. Or you can also use repetition of advertising so that customers can easily identify your brand and products.

Create Online Surveys: It only takes about 2-3 minutes for each survey, collecting customer data through online surveys is considered one of the effective methods today. Accordingly, you can choose from many different survey forms such as: Conduct online surveys, email surveys, social networking sites. One of the simplest data collection methods is to create a survey. online survey. After obtaining the customer's information, your company's website or the 3rd party will automatically store and analyze the information.

3.2 Research methods

The process of carrying out the project involves a combination of many methods. The method of observation, the method of collecting primary data from the departments of the branch (collecting business results reports, balance sheets, documents related to management). Data analysis methods such as qualitative, comparative, presentation, etc. In the process of analysis and evaluation, statistical methods are used, of which comparative methods are mainly used to evaluate. expenditures and the fit between the current status

of customer relationship management and the selected model.

3.3 Research process

Methods such as comparing and contrasting research results, comparing the terms "business" and "international business", comparing Vietnamese enterprises with foreign enterprises to better see the role of human resource management to provide good solutions to help foreign businesses successfully invest in Vietnam. Because when foreign enterprises successfully invest in Vietnam, it not only boosts the economy in Vietnam but also attracts foreign investment into Vietnam, helping Vietnam move faster on the path of international integration in the future. The current industrial age 4.0, creating favorable conditions for Vietnam to advance quickly on the road to becoming a developed country in the future. And incorporate more methods of using primary data, such as using surveys, so that businesses can share their experiences with young businesses in the field of business in the host country. Or now, when the internet is very developed, we can use the online survey method, to collect as much information as quickly and cost-effectively as possible about the role of human resource management in our international business. foreign enterprises in Vietnam".

4. Research results and discussion

4.1 Overview of Gamuda Land and Hung Thinh Gamuda Land

Gamuda Land's official name is Gamuda Land Joint Stock Company - HCMC. This is a company dealing mainly in the field of real estate, belonging to Gamuda Berhad Malaysia (established on October 6, 1976). With more than 45 years of working, construction and development, the company now has more than 2,400 hectares of large and small land funds. Besides, the projects of this group are present everywhere not only domestically but also internationally such as: South Asia, Middle East, Southeast Asia, Indochina and Far East.

Gamuda Land's fields of activity

Not only focusing on each real estate market, this company also develops in many other fields such as:

- Railway field
- Sea works, harbors
- Construction of highways, tunnels, national roads
- Public transportation system
- Hydroelectric, hydraulic and water treatment engineering works

Hung Thinh

HUNG THINH GROUP has 20 years of establishment and development with more than 100 projects and more than 4,500ha of land fund, providing more than 50,000 products to the market. Projects invested and developed by Hung Thinh Corporation spread across the country, not only in key cities like Ho Chi Minh City but also in potential areas such as Binh Duong and Dong Nai, Ba Ria - Vung Tau, Binh Thuan, Lam Dong, Khanh Hoa, Binh Dinh and Hanoi.

Activities of Hung Thinh Group

Hung Thinh Corporation Innovating and building a complete real estate ecosystem including: investment and development of all types of real estate, construction,

PropTech and Fintech technology, business on digital platforms.

4.2 Corporate culture of Gamuda with Hung Think Gamuda company

Urban builder

2019 is an important milestone for Gamuda Land as it marks one year of development in Ho Chi Minh City. Also in this place, Celadon City was created into an ideal, standard and pioneering urban model from a forgotten land in the west of the city.

Green cities lead the trend

Gamuda Land wishes to develop more green areas to bring residents a fresh living environment, where everyone can call home. Urban measuring projects only occupy 28% of the housing area and 72% are used for trees and other modern utilities

Healthy living activities can be experienced every day such as: Olympic standard outdoor swimming pool, water park for children, walking garden, shopping mall, restaurant, coffee, Gym, Spa, etc. Health care, library room, community living area.

Continually drive innovation

With the current speed of urbanization, Gamuda plans a project that combines Vietnamese trade culture and Western design thinking. Gamuda Avenue will be located in the center of Celadon City and oriented to connect a series of events such as spring festival, multinational beer festival, international beer festival. In addition, the shophouse design is planned to increase The aesthetic and experience of entertainment and shopping are no less than international commercial avenues such as Ginza (Japan) or Orchard (Singapore).

Community and social activities

The Group and all employees organized and participated in the blood donation festival, with a total donation of 15,700ml of blood.

Heart Festival after 6 years, the program has also mobilized over 23 billion VND to help more than 900 poor children with birth defects receive free surgery.

Hung Think Company

Hung Think Land Joint Stock Company was established by Mr. Nguyen Dinh Trung and 10 other shareholders. After 17 years of establishment and development, Hung Think Land has become a big brand in the country and a prestigious real estate enterprise in the South. In addition to the efforts and efforts to create the current success, the group has built a corporate culture with distinctive features.

Success from your own direction

From the first day of establishment, Hung Think Corporation has set out the slogan "For a flourishing community" for the Group's activities. With the increasing real demand of people, the Group has implemented construction projects on housing suitable for people with moderate and stable incomes. Thanks to the strict process, flexible payment, competitive price.

Connecting, firmly bonding members

Corporate culture is most clearly shown through annual

events. Hung Think through specific activities such as the most competitive salary, bonus and welfare policy along with a dynamic and professional working environment. In addition, continuously deploying many outstanding activities such as: Team Building, traditional football tournament, support program to buy houses for up to 30% for employees.

Organize social activities

The Board of Directors and all officers - employees are always enthusiastic to participate in humanitarian activities large and small for the community - society in all parts of the country. Every year, the corporation always spends a large budget every year. tens of billions for charity activities.

During the fight against the Covid-19 epidemic, the group donated 150 tons of rice worth more than 2 billion VND to Dong Nai province and 7,000 gifts to support people to overcome difficulties during the epidemic season.

4.3 Comparing the service culture of two enterprises Gamuda and Hung Think

Both service cultures of the two businesses are customer-centric. However, each business has its own unique approach and culture

The first thing about the CRM system in each company.

1. In the CRM system Gumada Land enterprise:

Collect customer information from various communication channels and departments. Since then, businesses have divided into customer groups:

- + Customers online: Find out the interests, places of interest, questions of customers and approach customers via the internet, invitations.
- + Direct customers: Customers are disseminated content, policies to locations directly from the company's support.
 - Gamuda Land has linked all in the GL Friends loyalty program with various customer segments. Gumada Land has expanded the GL Friends platform to introduce products to many classes from the elite, the middle class to the customers with good income, as long as customers have demand, Gumuda Land is ready to be present. This is what helps them make a good impression on customers
 - Gamuda Land Vietnam has been and will always focus on customer experience with the criteria of enthusiasm, responsibility and prestige.

2. In Hung Think CRM system

Created Landsoft real estate software, which completely met the basic management needs of a trading floor and built a standard and professional automation management process from project management, human resource management, etc. employees to CRM managers.

- Landsoft creates a unified link between operations, closely between departments and employees with the detailed decentralization feature for different floor levels and to each employee, group, department, branch. branch.
- Landsoft also has the function of monitoring reports, statistics and rendering directly on the software, allowing flexible payment schedules for each project, each product, each sale and the ability to customize Very flexible adjustment.

Second, focus on different target customer segment with different service

1. In Gumada

Focusing on customers and the local community, the services that this business provides are often directly felt by customers, creating a close relationship. *“GAMUDA LAND is always aiming for an authentic experience, providing customers with thoughtful care services, a business philosophy of sustainable nature conservation”*

Gamuda Land Vietnam has initially successfully launched “Customer Experience Space” at the center of Pho Hue, Hanoi. Here, customers learn about many special projects, have direct contact with miniature reality models, visit virtual reality - virtual tours and interact with sales staff. Helping the public and customers to raise awareness of real estate brands and products, and at the same time creating close relationships with all potential and loyal partners of Gamuda Land.

2. In Hung Thinh

Right from its founding days, Hung Thinh has always taken the word "Trust" as its operating principle. This has almost become the main culture of the company, committed to bringing added value to ensure investment efficiency for customers, partners and shareholders. Because of that, customers always refer to Hung Thinh as a PRESTIGE - QUALITY real estate company in the market. Creating professionalism and prestige, focusing on product quality to satisfy customers by looking for projects that are truly guaranteed in quality and reasonable in quantity to introduce to customers.

+ To solve the problem of supply and demand, Hung Thinh Land not only targets customers but also partners and investors. In 2012, Hung Thinh Land successfully applied comprehensive solution packages for investors. Project 27 Truong Chinh (Tan Thoi Nhat Ward, District 12) is one of the quite successful projects when Hung Thinh Land applies this form of cooperation with investor Kim Tam Hai.

5. Conclusions and recommendations

5.1 Conclusion

It can be said that for the real estate sector for all classes but mainly those with good income or higher, the service culture factor is one of the core factors leading to success. of the enterprise. Therefore, businesses operating in this field need to pay more attention to strengthening, maintaining and developing their service culture.

During the 2-year-long Covid pandemic. When the price war fails, companies tend to see service as a way to help them create a competitive advantage. Many marketers of large companies are reverting to a “service first” attitude.

However, while a lot of companies "sell" excellent customer service, some companies just stop at the "delivery" level. The main problem is that very few marketers have ever actually served their customers. Customer dissatisfaction sometimes does not stem from a poor product, but rather from an unhappy experience. Why so? Because what customers "feel" about you is not just the product they buy, but the customer service you give them.

Therefore, service culture is an indispensable element for a business, even more valuable in difficult times like the Covid pandemic, showing customers the workplace culture of the business with empathy in the future. customer service, customer priority, well-trained staff with professional

expertise.

Empathy and concern have become an integral part of great customer service, especially in hospitality and healthcare services. Large businesses always set strict standards in customer service culture. Customer satisfaction has reflected that businesses are always ready to support customers when there is a complaint.

5.2 Recommendations and suggestions

5.2.1 For industries and state agencies managing the industry

Once in the leadership chair, it shows that these leaders are extremely talented and master the necessary theories as well as the experience inherent in the years of working. So in the work there must be different rules and ways of operating. From these things also prove, success is coming from small things creating big deeds. Leaders all have their own thoughts, often at work there will be times when they are tough and defend their point of view. What needs to be done is to listen and understand each other more. Because not only leaders but employees also need to understand each other so that there is no internal conflict with each other.

Expand investment and build communication channels for people to know and learn. Because that will also bring many talented resources for your business. The problem of resource scarcity today is a difficult thing, but to select talented resources to join, it is extremely fortunate for the emerging industry as it is today.

5.2.2 For leaders of Gamuda Land and leaders of Hung Thinh

The leader must always grasp the basic problems to solve perfectly, then the new employees will feel secure to work. In a number of different units, resources and investment are also difficult to balance in the current situation. Making decisions that still ensure financial resources within the allowable framework is extremely prudent.

If possible, it is advisable to consolidate the smaller places into one, to ensure maintenance as well as to ensure the most difficult problems. Because of the financial crisis caused by Covid-19, re-screening employees to have the best solutions and solutions. Because to be successful, you should start small

5.2.3 For customer care department at Gamuda Land and at Hung Thinh

Recruit experienced people to be able to advise customers, as well as bring the best experience to customers when using your services.

Highlight companies' products, services and brands to attract customers from the very beginning. Create trust for customers when using the company's services.

Advise customers with necessary and sufficient information so that customers can understand the necessary and important things. Always on call for customers to call present. Focusing on the little things makes customers feel comfortable and at ease when using the service.

5.3 Solutions to develop service culture for Gamuda and Hung Thinh real estate

Customer service training

Train your staff to empathize with customers, making it easier to resolve issues 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.

Rewards and Recognition

Nothing inspires employees to perform better than appreciation and recognition from their colleagues. Recognizing every employee's efforts in customer service will show how much you care about them.

Feedback and surveys

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

Responsible autonomy

The corporate service culture must encourage every department to take responsibility for customer satisfaction. Companies should take the initiative to check the customer's interaction history, purchase and pre-purchase intent, monitor the departments involved to ensure prompt resolution, and even update the customer about the status of their complaint.

Cooperation between groups

Not only is it necessary to have an environment of personal responsibility, frictionless cooperation is also another important part of improving service culture. It is possible that some departments refuse to offer help because there are requests that are not part of their primary responsibility. However, in the interest of building a sense of service culture, your company needs to encourage collaboration between internal teams to resolve customer issues faster. The connection between different groups in the workplace will help your company build a culture of teamwork and shared values.

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