

SOLUTIONS FOR IMPROVING CUSTOMER CARE AT VNPT CAN THO

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ABSTRACT:

This study examines the current state of customer care at VNPT Can Tho, highlighting key limitations in service channel diversity, response time, complaint resolution, staff quality, and technological integration. Based on the analysis, the study proposes a set of strategic solutions aimed at enhancing customer service effectiveness. These include diversifying service channels and accelerating digital transformation, improving response times and complaint handling processes, upgrading the quality of customer service personnel, leveraging technology for personalized support, implementing customer loyalty programs, and strengthening feedback and survey systems. Collectively, these measures are designed to establish a more professional, responsive, and customer-centric service framework, thereby improving customer satisfaction and meeting the growing expectations of users.

Keywords: customer care, technology, VNPT Can Tho.

1. Introduction

Customer care is one of the most vital factors in service business operations, especially in the telecommunications industry, where product differentiation is increasingly diminishing. When enterprises proactively listen to, understand, and effectively serve their customers, it not only enhances brand image but also strengthens long-term customer retention. In the context of rapid digital transformation, customers now expect not only high-quality services but also fast, personalized, and highly convenient experiences.

VNPT Can Tho has made considerable efforts to improve its customer care operations. However, there are still some limitations regarding the

customer service channel system, response time and complaint handling, the quality of customer service staff, and the application of technology in customer care. These shortcomings may negatively affect the customer experience, reducing both satisfaction and brand loyalty. Furthermore, if not addressed in a timely manner, these issues could adversely impact revenue, increase customer churn, and weaken the company's competitive advantage, especially as market competitors are placing greater emphasis on technology and customer experience. Therefore, this study is conducted to analyze the current state of customer care and propose solutions to improve customer care at VNPT Can Tho.

2. Theoretical basis and research methods

According to Kotler & Keller (2016), customer care encompasses the entire process by which a business creates value for customers by identifying, understanding, and meeting their needs, while also building sustainable relationships with the goal of long-term customer retention. Senter & Thomas (2003) argue that customer care is not only about attracting new customers but also about satisfying existing ones through optimal service delivery. They also emphasize that every aspect of the product and service offering plays a crucial role in customer satisfaction, including product relevance, convenience, and human interaction. Grunroos (1990), from a service marketing perspective, views customer care as a process of building and maintaining customer relationships by fulfilling the service promise - that is, delivering the right quality of service, at the right time, in a personalized manner. Lovelock & Wirtz (2011) define customer care as a set of activities that support customers before, during, and after the service experience, aiming to increase satisfaction, minimize risk, and create competitive differentiation. Zeithaml et al. (2018) stress that customer care is an integral part of customer experience management strategy, where every touchpoint between the business and the customer has the potential to make or break the impression. Customer care must be personalized and based on a deep understanding of customer expectations and perceptions.

From the above perspectives, it is evident that customer care is a set of activities aimed at satisfying customer needs, solving problems, and building long-term relationships between businesses and customers. Customer care is not merely a reactive, post-sale activity, but rather a continuous process that involves establishing, maintaining, and strengthening long-term relationships with customers, ultimately aiming to enhance customer satisfaction and loyalty.

The study used the analytical-synthetic method to examine the current state of customer care and to

propose several solutions for improving customer care at VNPT Can Tho.

3. Research results

3.1. The current state of customer care at VNPT Can Tho

Customer care channel system: VNPT Can Tho still relies heavily on traditional customer care channels such as call centers, transaction offices, and email. The expansion of digital channels such as mobile applications, social media, and chatbots remains limited. This reduces flexibility and customer reach, especially in the context of increasing customer preference for online communication methods. This situation highlights an urgent need for VNPT Can Tho to optimize, integrate, and comprehensively upgrade its customer care channel system to deliver a more consistent, prompt, and professional user experience.

Response time and complaint handling: VNPT Can Tho has implemented various channels for receiving customer feedback and complaints, including call centers, transaction points, and its website. However, the complaint resolution process remains slow, especially during peak hours or holiday periods when customer contact volume increases, or in cases involving complex technical issues. Many customers have reported that they need to contact the service multiple times or wait for an extended period to receive a clear response. This causes inconvenience and decreases customer trust and satisfaction. Key contributing factors include unoptimized internal processes, lack of coordination between departments, and inefficient complaint logging and tracking systems. This situation underscores the need for VNPT Can Tho to implement timely improvements to enhance the efficiency of complaint response and resolution, thereby building long-term customer trust and satisfaction.

Quality of the customer care staff: The customer care team at VNPT Can Tho is well-trained, with a friendly, enthusiastic attitude and a strong sense of

responsibility. However, professional communication skills and the ability to handle complex situations still vary among individuals and service points. Additionally, high work pressure, extended working hours, and a limited number of staff, especially during peak periods have resulted in the inability to fully address customer requests, thereby impacting customer trust and satisfaction. These factors highlight the need for VNPT Can Tho to further invest in the recruitment, training, and quality management of its customer service personnel, recognizing them as a core force in enhancing competitiveness and ensuring sustainable development in the modern service environment.

Application of technology in customer care: VNPT Can Tho has implemented several support platforms such as an automated call center, the VNPT mobile app, its website, and social media interaction channels. However, the level of integration and synchronization among these systems remains low, resulting in inconsistent customer information handling and a lack of personalized experiences. In addition, VNPT Can Tho has also implemented several digital solutions, such as the My VNPT application; however, the app's adoption rate and utility have not yet met expectations. Customers continue to face difficulties in accessing information and using online services. These limitations highlight the urgent need for synchronized investment in technological infrastructure, comprehensive digital transformation solutions, and staff training in proficient technology usage to enhance customer service quality in a more sustainable and professional manner.

3.2 Solutions for improving customer care at VNPT Can Tho

Improving customer service is a critical factor for VNPT Can Tho to maintain its competitive advantage, increase customer loyalty, and attract new customers. The following are several key solutions that should be implemented:

First, diversify customer care channels and accelerate digitalization. VNPT Can Tho should expand its interaction channels and promote digital transformation across the entire service process. Specifically, it is essential to develop an omnichannel customer service system that includes call centers, websites, email, social media, mobile applications, and digital platforms such as Facebook, Zalo, and AI-powered chatbots, enabling customers to easily connect and interact anytime, anywhere. At the same time, customer data from these various channels should be integrated into a centralized system to ensure consistent management and fast, accurate responses. Accelerating the digitalization of request handling and response processes such as using electronic forms, automated notifications, and chatbot support will help save time, enhance customer experience, and improve internal operational efficiency.

Second, improve response time and complaint resolution. VNPT Can Tho should establish a clear process for receiving and resolving customer feedback, streamlining intermediate steps, and enhancing the proactiveness of frontline staff. The implementation of an electronic complaint management system would allow for transparent logging, classification, and progress tracking, with automated alerts for overdue cases to ensure timely intervention. In addition, it is necessary to increase staffing at customer service centers and call centers during peak hours to minimize customer wait times. Leveraging support technologies such as chatbots, automated call systems, and mobile applications will also help reduce manual workloads, thereby shortening response times and increasing customer satisfaction.

Third, enhance the quality of the customer care workforce. VNPT Can Tho should place greater emphasis on systematic and continuous staff training and performance evaluation. This includes organizing regular training sessions focused on communication skills, problem-solving, customer

psychology, and in-depth knowledge of products and services. Additionally, a performance evaluation system should be established based on customer feedback and specific satisfaction metrics, alongside a fair reward mechanism to encourage dedicated and professional service attitudes. Creating a positive, cohesive work environment that values the customer's role in all operations is also essential in helping the customer service team continuously improve and better meet customer expectations.

Fourth, optimize the application of technology in customer service. To maximize the use of technology in customer care, VNPT Can Tho should focus on the synchronized implementation of modern digital solutions to enhance management efficiency, customer interaction, and service delivery. First, it is essential to invest in and effectively operate a customer relationship management system to store, analyze, and track customer behavior, needs, and transaction history enabling personalized and timely services. At the same time, artificial intelligence and chatbots should be integrated into support channels such as the website, mobile app, and social media platforms to automate responses, address inquiries, and handle customer requests quickly and accurately. Developing an intelligent call center with dynamic call routing capabilities will also help reduce wait times and improve the overall user experience. Additionally, VNPT Can Tho must ensure seamless data synchronization across platforms to build a unified service ecosystem, allowing customers to access and use services in a more convenient, consistent, and efficient manner.

Fifth, implement a customer loyalty program. To effectively implement a customer loyalty program, VNPT Can Tho should develop a customer segmentation system based on usage duration, spending levels, and interaction frequency. This will enable the application of tailored incentive policies such as reward point redemption, service

fee discounts, priority technical support, or invitations to appreciation events. In addition, leveraging CRM technology to manage customer information, integrating the loyalty program into the mobile application, and promoting it widely through channels such as SMS and social media will help increase customer engagement and retention. It is also essential to establish a performance evaluation system for the program to enable regular adjustments, ensuring it continues to meet the needs and expectations of loyal customers.

Finally, strengthen customer feedback collection and engagement. VNPT Can Tho should enhance customer satisfaction surveys through periodic questionnaires, follow-up survey calls after service use or interactions. The collected data should be compiled, analyzed, and used as a foundation for adjusting customer service strategies to better align with actual customer needs. Additionally, organizing customer engagement sessions to directly gather feedback will help generate practical insights and develop solutions to optimize the overall customer experience.

4. Conclusion

Improving customer care at VNPT Can Tho is a key factor in enhancing competitiveness and retaining customers. By diversifying customer service channels and accelerating digitalization, improving response time and complaint resolution, enhancing the quality of the customer service workforce, optimizing the application of technology, implementing customer loyalty programs, and strengthening customer feedback collection and engagement, VNPT Can Tho can create meaningful differentiation and better meet the growing demands of the market. When effectively implemented, these solutions will not only increase customer satisfaction but also help VNPT Can Tho maintain and expand its market share, solidifying its position in the telecommunications industry ■

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TÓM TẮT:

Nghiên cứu này phân tích thực trạng chăm sóc khách hàng tại VNPT Cần Thơ. Kết quả cho thấy những hạn chế liên quan đến hệ thống kênh chăm sóc khách hàng, thời gian phản hồi và xử lý khiếu nại, chất lượng đội ngũ nhân viên chăm sóc khách hàng, ứng dụng công nghệ trong chăm sóc khách hàng. Để cải thiện chăm sóc khách hàng tại VNPT Cần Thơ, nghiên cứu đề xuất các giải pháp tập trung vào đa dạng hóa kênh chăm sóc khách hàng và tăng cường số hóa, cải thiện thời gian phản hồi và xử lý khiếu nại, nâng cao chất lượng đội ngũ nhân viên chăm sóc khách hàng, tối ưu hóa ứng dụng công nghệ trong chăm sóc khách hàng, triển khai chương trình chăm sóc khách hàng thân thiết, tăng cường khảo sát và lắng nghe ý kiến khách hàng. Những giải pháp này nhằm tạo ra một hệ thống chăm sóc khách hàng linh hoạt, chuyên nghiệp, góp phần nâng cao trải nghiệm và đáp ứng tốt hơn nhu cầu ngày càng cao của khách hàng.

Từ khóa: chăm sóc khách hàng, công nghệ, VNPT Cần Thơ.