

International Journal of Social Science Exceptional Research

After-sales service strategy of electronics supermarkets in Vietnam

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Article Info

ISSN (online): 2583-8261

Volume: 02

Issue: 05

September-October 2023

Received: 25-08-2023;

Accepted: 16-09-2023

Page No: 51-63

Abstract

The electronics industry is a very competitive segment and is dominated by most other large players. Therefore, smaller players need to grasp the market development strategies to navigate their customer base, strengthen pwn specific after-sales service. If you want to develop a successful electronics chain market, managers need to know who their key customers are and what they will buy in terms of products and after-sales service before developing marketing and advertising strategies. Accordingly, electronics brands are springing up more and more in Vietnam, each offering a different products and after-sales services. As can be seen, electronics chains are heavily dominated by large players. For smaller players, it is necessary to grasp what competitive market factors are, who are the target customers, what they want, where their main needs come from to devise a development strategy to develop the right electronics chain market to navigate its customers.

Keywords: Electronics industry, electronics market, development, strategy, market, after-sales service, Vietnam

Part 1: Introduction

1. Reason for choosing the topic

After-sales service and customer care play a very important role in enhancing the competitive advantage of electronics service businesses, helping businesses differentiate their service quality image in the market. customer minds, maintain existing customers, increase loyal customers, attract potential customers and reduce business costs for businesses. After-sales service and customer care are key activities in a business's marketing activities to direct the business's management activities toward target customers, bringing outstanding customer satisfaction when consuming. service with quality service and good customer care. The current situation of service and customer care activities at Vietnam Electronics Supermarket is facing many difficulties because the old business thinking has been spontaneous for many years even though there used to be a large number of customers, accounting for the majority. market share but is no longer suitable when there is competition from other electronics businesses, which has a strong impact on market share, the number of customers leaving Electronics supermarkets is increasing, and new customers are difficult to attract, The serious decline in market share poses the problem of retaining customers and creating loyal customers, which is a very important task for Dien May supermarket. Faced with that situation, our group chose the topic "After-sale service strategy of electronics supermarkets in Vietnam" to analyze and propose solutions that require innovations in thinking and working to solve the translation problem. After-sales customer service and care using modern methods, applying theory on service quality management and customer care, applying information technology to customer management, organizing service implementation and care professional customers to further improve service quality and customer care to create customer satisfaction to retain customers at Dien May supermarket

2. Research objectives

- Theoretical system of after-sale service
- Assess the status of after-sale service
- After-sale service strategy and service improvement solutions

3. Object and scope of research

Subject: After-sale service strategy of electronics supermarkets in Vietnam

Research scope: the content of the thesis will focus on the after-sales service strategy of electronics supermarkets in Vietnam.

Part 2: Content

Chapter 1. Theoretical basis for after-sales services of enterprises

1. Theoretical basis for the enterprise's after-sales service
The rationale behind a business's after-sales service is an important aspect of customer management and creating customer loyalty after purchasing a product or service. This is an important part of your marketing and business development strategy.

The theoretical basis of after-sales service includes principles and methods to create satisfaction and concern for customers after they have purchased goods or used a business's services. This includes responding to customer requests, resolving problems, providing technical support, updating products and services, and creating an overall positive customer experience.

This rationale aims to build and maintain a long-term and sustainable relationship with customers, enhance customer trust and loyalty, and contribute to the development and growth of the business. .

1.1 What is After-Sale Service?

After-sales service aims to interact with customers after the product or service has been sold. This is a process to ensure customers are absolutely satisfied with the products the business provides. This is also considered an important step in any marketing campaign.

To build a close and lasting relationship, just saying thank you and then see you again is not enough. It is necessary to build a standard after-sale customer care service to achieve positive effects. When you help customers answer their questions quickly, you can take full advantage of the value of the products and services provided. Surely customers will feel more satisfied and happier. Then they will tend to return to use the product and even recommend it to relatives and friends.

1.2 Characteristics of sales services.

After-sales service ensures customers get the most use and value when purchasing the product. Customers who feel cared about tend to come back.

Good after-sales service will bring positive word of mouth to the product and business. Conversely, poor after-sales service can prevent a company from growing.

After-sales service is mostly related to warranty and upgrades. Some other support for customers such as maintaining a relationship with the manufacturer throughout the life of the product or service, while other warranties are limited by time.

After-sales service plays a role in helping customers use the service in the best way. This is the basis for creating a source of repeat customers, brand loyalty and guaranteed satisfaction.

1.3 Role, purpose and benefits of after-sales service.

Role: The role of services in business is to create value for

customers by providing good products or services that meet customer needs.

Services can help businesses differentiate themselves from competitors, create long-term relationships with customers, and increase revenue by offering additional services.

Purpose: The purpose of after-sales service is to ensure customers have support and satisfaction after making a purchase. After-sales service may include answering questions, handling complaints, providing product usage instructions, providing repair and warranty services, ensuring product quality and creating an environment. Actively interact with customers. The ultimate goal is to create trust and increase customer loyalty to the brand and product.

Benefits: Benefits of post-sales service may include:

1. **Customer care:** After-sales service helps create a solid link between businesses and customers. Customers will feel cared for and cared for after purchasing a product or using a service. This can build trust, retain customers, and create opportunities for future repurchases.
2. **Technical support:** After-sale service provides technical support after the customer buys the product. If you have a problem or need instructions on how to use it, you can ask for support from the business. This cuts down on time and effort to learn the product, and at the same time creates customer comfort.
3. **Quality assurance:** After-sale service can help solve product quality problems. If an error, damage or problem occurs after purchase, the customer has the right to request warranty or repair. This ensures that customers receive a product that works properly and is worth the money they paid.
4. **Reset customer satisfaction:** After-sales service plays an important role in meeting customer needs and solving arising problems. In case the customer has any questions, complaints or dissatisfaction, the business has the opportunity to listen and resolve the issue. This helps build long-term customer relationships and enhance brand reputation.

Thus, after-sales service can bring many benefits to both businesses and customers, helping to strengthen customer relationships and build trust in the business's products and services.

2. Current status of service quality and after-sale customer care of Electronics Supermarket in Vietnam

Currently, the current situation of service quality and after-sale customer care of Dien May supermarkets in Vietnam can be quite diverse. However, some Dien May supermarkets are rated well for their service quality and after-sales customer care, which includes providing clear product information and customer support in installation. and repairs, responding quickly to customer requests and complaints.

However, many users still complain about unsatisfactory service quality, such as unenthusiastic staff and poor service attitude. In addition, customers also have difficulty returning goods or claiming warranty. This creates a poor general assessment of the quality of service and after-sale customer care of some electronics supermarkets in Vietnam.

However, there are electronics supermarkets that have focused on improving service quality and customer care through staff training, improving customer support processes, and implementing promotional programs. and attractive

offers.

To avoid problems with service quality and after-sale customer care, customers should carefully research the reputable address, product origin and consult other users before deciding to buy the product. at the electronics supermarket.

Chapter 2: After-sales service strategy at electronics supermarkets in Vietnam

1. After-sales service strategy at electronics supermarkets in Vietnam

After-sales service, also known as after-sales service, refers to care and interaction activities with customers after the sale. After-sales service to ensure customer satisfaction before, during and after purchase. Through after-sales activities, the seller will answer customers' questions during the use, installation, warranty, inspection or repair of the products. Most businesses today are applying after-sales service to their marketing activities (CRM) to increase customer experience and stimulate post-purchase behaviors.

1.2. Benefits of after-sales service

1.2.1. Satisfy the customers

The products on the market all have the same form, use and price. So what will make customers decide to choose your business to buy products? After-sales service greatly affects the purchasing process of customers.

You can compare electronics store A with electronics store B that sells Samsung brand refrigerators at the same price. But electronics shop A has 6 months warranty and electronics shop B has 1 year warranty. Surely customers will not hesitate to make the decision to choose electronics store B. This is the most specific example in the customer's buying decision-making process.

After purchasing, if customers are regularly asked about product reviews, questions, and difficulties during use, they will feel cared for, remembered, and impressed with the brand. this more.

1.2.2. Reduce the risk of returns

Providing after-sales service also helps businesses reduce risks when customers request returns.

For example: A customer buys a USB to LAN electronic device but when using it, it cannot work. At this time, that customer may have bad reviews about the product and may return the product. Therefore, contacting customers after the sale to guide customers in setting up device connections is very necessary, both to help customers use the product and to help sellers reduce sales risks.

1.2.3. Create loyal customer data

When customers are satisfied with the quality of a business's products and services, that brand will certainly become "top of mind" when customers want to buy similar products.

A study has shown that the cost of maintaining one hundred old customers is equal to the cost of finding one new customer. Therefore, improving after-sales service is extremely necessary to help businesses have loyal customers, increasing the ability to sell more goods.

Create loyal customer data

When customers have a certain trust in the brand, when there is a need, they do not have to spend too much time thinking and choosing, the buying process goes faster, and the seller

does not waste too much time. time for work

Solutions to improve service quality and customer care

Customer care service is one of the activities performed in the later stages of a business's sales process. Including interacting and communicating with customers to answer questions as well as handle problems that customers encounter after using the business's products/services. In addition to providing complete information, the customer service department needs to have high expertise to meet the needs and expectations of customers. A sustainable business needs to have high quality customer service.

In the age of technology 4.0, customer care service is no longer just about phone support or talking directly to customers as traditionally. Methods such as Email, SMS, ... and social networks are being applied very successfully.

If a business wants to gain a position in the marketplace, in addition to building reputation, it must also have a good relationship with its customers. And since then, every business always asks the question "How to provide the best customer service?"

Good customer care can decide to create a loyal customer base for your business. In the market there are thousands of businesses operating in different fields. In order to attract customers to pay attention to your business, you need to improve your competitive advantage. And customer service can help businesses do that.

Many entrepreneurs and business owners still do not focus on customer service. This is often due to a lack of understanding of the benefits, which it brings to the business or brand. Make sure your business has built a customer care process with all the steps:

1. Manage customer information
2. Categorize customer list
3. Regular customer consultation and support
4. Sales consultant
5. Build lasting relationships

Usually, each product, service or target audience has its own characteristics. Therefore, businesses must regularly check and make reasonable adjustments when certain problems occur in one or more steps in the sales process and customer care and support.

In addition, you can flexibly and proactively collect customer feedback by sending emails, meeting face-to-face, etc. Collaborate with staff to analyze and control issues.

Improve employee customer care skills

Customer service staff are the most important deciding factor because they are the ones who directly interact with the business's customers. Their skills will help increase customer satisfaction as well as help customers have a good experience and impression of the business. So what skills should a customer service employee improve?

1. Understanding of the business's products/services
2. How to communicate and convey information clearly
3. Understand customer psychology
4. Quickly adapt to all unexpected situations

In addition, each customer service employee also needs to improve interactions with customers to build trust with them. Listen more to customers to clearly understand the problems customers encounter and the solutions they want. After helping the customer clarify any questions, try to repeat them to make sure they understand everything. The sympathy and

sharing of each customer service employee is something that customers hope to receive. The most important and last thing is to know how to say "sorry" to customers more.

Strengthen customer care strategy

Just improving the skills of each employee in the customer service department is not enough. Every business needs to find for themselves specific and clear customer care strategies. Make your customers feel respected and satisfied with what your customer service can bring.

2. Solutions to improve service quality and customer care of electronics supermarkets in Vietnam

2.1 How to improve service quality?

2.1.1. Motivate staff

Motivating staff helps improve service quality because employees are the face of the business, are the ones in direct contact with customers, and are one of the factors that determine the level of satisfaction and continued whether customers use products or services or not. The service of the staff is part of the service. If the staff is good, the service quality will be good.

To motivate staff to help improve service quality, the following things need to be done:

A. Invest in service training

Establish a quality control department in charge of quality-related documents and work to resolve these documents.

Invest in and train all employees in the company.

Organize seminars or online training on customer service for employees in the company.

Always pay attention to employee training immediately after starting a new job.

Developing teamwork, directing employees to learn from each other to improve service quality.

Example: If your company is implementing a QR code payment program, you must teach all employees what a QR code is? How to calculate money by scanning QR code? What benefits does it have?

How to guide customers to make payments by scanning QR codes?... Based on understanding this service, new employees can perform, guide and resolve customer questions quickly. shortest way.

b. Set up new programs for employees

How to improve service quality? Setting up a program for employees is the answer. There is a card to set up a new program for employees who need:

Establish a program on methods of approaching and serving the company's customers.

Aim to learn new employees' experiences from old, experienced employees.

Let old employees guide and mentor new employees.

For example: When a new employee joins the company, you can tell them about situations you have encountered in the company's customer service problems and how the company solved them and the effectiveness of the solutions. How is that?

In addition, you can introduce them to former employees of the company and clearly state what field each person has experience in. Then directly ask old employees to guide and tutor new employees. Thanks to that, new employees will quickly adapt to the job, the working environment and know how to serve customers better.

c. Instructions for the 30/30 rule

Explain to employees the 30/30 rule and remind them to follow it: Greet customers within 30 seconds or 30 steps from the moment the customer enters the store.

Instruct staff to use both speech and body language to implement the 30/30 rule: Say "Hello, guest" while smiling, put your hands in front of your stomach, bend over, etc.

Install an automated response system on the company's website and social media pages.

For example: Hotels, restaurants, supermarkets, and convenience stores often have staff standing at the door, opening the door, bowing, smiling, and saying "Hello". That makes customers feel more polite, friendly, feel served and want to return to use products and services more than places that do not have this form.

d. Tie employee behavior to overall business performance

How to improve service quality? Tie employee behavior to overall business performance by:

Set goals for employees, so they commit to providing the best quality services to customers within a period of 1 month.

Set rewards for employees based on revenue, customer opinions.

For example, if your business wants to attract more customers, you can set a goal for each employee to have how many customers they need within 1 month. If the number of employees' customers exceeds the limit set by the business and customer opinions are good, you can reward the employee with an additional 5%, 10%, etc. salary depending on the number exceeding that limit.

e. Encourage employees to think of customer service as a "story" related to your business

Tell employees to understand the relationship between customer service and business.

Encourage employees to give their opinions about the company's products and services.

For example: At Vinmart supermarket, employees are trained to always serve customers enthusiastically and thoughtfully and can give their own opinions to contribute to improving the supermarket's services. Thanks to that, the staff serves well, customers are satisfied, and come to shop more often even though some items are a bit higher priced than other supermarkets.

f. Specify service quality goals for employees

Set service quality goals for employees to answer the question: How to improve service quality. Specifically:

Set goals for employees to achieve within a certain period of time.

Goals must be actionable.

Absolutely do not give easy or vague items

For example, if your company specializes in producing canned milk, you can give each salesperson a goal of how many cartons of milk they need to sell in a month. This number of milk cartons is based on the average number of milk cartons sold per employee, only slightly higher

Recognize and reward improvements in employee performance

Recognize employee achievements and abilities.

Offer and implement rewards to motivate employees:

Financial rewards: salary increases, direct bonuses, giving them more opportunities to earn money, increasing average hourly income thanks to overtime, giving them cheaper health care services, etc.

Non-financial rewards: Organize a program to recognize employee contributions. At the same time, give away certificates, certificates of merit, company products, gift certificates, gifts in kind, free products,...

For example: When an employee reaches more than the prescribed monthly revenue, you can give an additional amount of money when paying salary. At the end of the year, hold a summary meeting to vote for outstanding individuals who have contributed to the company in the past year to receive certificates of merit and bonuses.

g. Let your employees know that they always have opportunities to grow

Always giving employees the opportunity to develop is also one of the answers: How to improve service quality. Specifically:

Promote employees who have been with the business for a long time or employees with high performance.

Encourage employees to express themselves and innovate themselves to achieve higher positions.

Provide employees with opportunities to prove their abilities. Conduct annual performance reviews of each employee to give them goals to strive for.

For example: In order for employees to prove their ability to work, you can assign them tasks that match their expertise but at a more difficult level. When employees have proven their working ability and long-term commitment to the company, you can consider promoting them from employee to team leader, deputy manager, department head, etc.

H. Emphasize problem solving

Teach employees how to come up with an immediate solution.

If employees can't come up with a solution right away, train them to come up with a future resolution plan so the problem can be resolved as soon as possible.

For example: If a customer calls to talk about a piece of meat purchased at your store that is suspected of having rice flukes. You cannot immediately determine whether the truth is true or not. First, apologize for this experience, promise to send someone to the customer's house to take a sample for testing and get a satisfactory answer.

I. Train employees on how to compensate for each issue or complaint

Do not show uncooperative attitude or accuse customers even when they are wrong.

Focus and patiently listen to customers' opinions and complaints.

Sending customers a sincere apology.

Provide a solution and clearly explain that solution to the customer.

Example: There is a customer who buys a coat at your store. A day later, she came, expressed her desire to return the shirt, get a refund because the shirt was defective. But she had already cut the label and washed it, so the staff had to call the shop owner who is a friend to ask for advice.

Please apologize to the customer for not detecting the product error that you sold. Also, let her know the rules: once the coat

has been tagged and washed, you can't accept it and get a refund. But in return, you'll give her a gift certificate or coupon for her next purchase at your store.

You also promise to check the shirts from the same production batch and completely resolve the problem, not allowing such defective items to be sold at full price. Even though you can't return the shirt and get your money back, the customer will understand that you're always trying to solve her problem and won't let her leave without being completely satisfied. That will help customers satisfied with your solution, happy to leave and keep coming back next time.

j. Listen to employees

How to improve service quality? Listening to employees is also one way. Listen to employees by:

Conduct quality surveys from employees at least once a year.

You can email this survey with an expiration date. Along with the survey, you should include an incentive or an award to motivate employees to take the survey.

Communicate openly with employees before starting the working day with cheerful greetings.

Listen to employees' opinions whenever they have a need to express.

Accept employees' opinions, including opposing opinions, enthusiastically. Then, depending on the level of right and wrong, receive it or not, make decisions.

For example: If your company produces products, at the end of the year you can issue a survey asking employees about the company's products, customer service, how to consume that product, etc. For each employee survey, you will include a company product. And anyone who has comments or contributions to the company's products and services will be rewarded with extra money, a gift, etc.

k. Empowering employee groups

Consider and allocate authority to groups of employees in each department reasonably.

When necessary, the business owner can contribute comments and make the final decision.

For example: You can give the right to receive customers to the reception room, the right to recruit people to the human resources department, the right to answer questions and complaints to the customer care department, etc. If the problem is too important, you can directly participate in the solution.

2.2. Measure customer service performance

Measuring customer service performance helps improve service quality because based on customer service performance, you can know what the current service quality is, what needs to be improved, and what is lacking. What needs to be fixed? From there, improve service quality effectively

To measure customer service performance to improve service quality, the following should be done:

a. Determine how quickly you can solve the problem

Determine the speed of problem resolution through the survey.

Use a timer to determine how long it takes to resolve issues via phone calls or emails or chats (for online customers).

Train employees on how to identify problems and find

solutions promptly and quickly.

For example: A customer calls to ask if your store still has a certain shirt design. Employees should not immediately answer "The store is no longer available" but must immediately find out if other stores in the same system still have that model? If so, which store specifically has it available? If not, will the system still have that sample? If so, when will that model be available? And employees need to provide customers with that information.

b. Ask for personal customer feedback

How to improve service quality? It is necessary to ask for individual customer feedback.

Ask for customer feedback in one of the following forms: direct inquiry, phone call, email.

Respond to customer feedback promptly and quickly.

Ask customers for detailed information about the last time they used your company's products or services, including any problems that need to be resolved.

Encourage customers to give their opinions about their experiences at your store or company. From there, you can help them improve their experience.

For example: After customers come to buy products from your store, you can call to ask for their feedback to see how they feel? Where can? Where hasn't it been? Then thank the feedback, explain to help them better understand the purchase of your company, solve the areas customers think is not possible.

c. Conduct customer service surveys

Ask questions to determine "overall quality" or customer satisfaction with the experience.

Ask questions to see if the customer would recommend your company to others.

Ask targeted questions about specific elements of the experience.

Ask questions about the customer's intention to return.

Implement surveys to encourage customers to complete the questionnaire.

For example: When customers use your company's products or services, you can ask them to do a small survey to talk about their experience. And notice that after the customer completes the survey, you will give them a small gift such as a gift certificate, coupon, a company product,

In that survey, you can ask some questions such as: Are you satisfied with your experience at our company? Would you like to recommend our company to others? Are you satisfied with the speed of service today? Do you intend to return to our company?...

d. Follow up on problems or complaints

Keep track of the complaint problem, this is also the answer on how to improve service quality. Follow up by:

Create a database to store customer feedback.

Rate the customer experience on a scale of 1 to 5 (very dissatisfied to very satisfied).

Pay attention to detailed customer comments about the service in the database.

Use a scale to evaluate the number of people promoting your company: Customers who answer 9 or 10 are considered a promoter of your company. Answers 7,8 are considered as customers who have not really become promoters for your company. If the customer answers 5.6 then treat them as a

neutral customer. And customers who answered less than 5 that they don't want to promote your company. After subtracting the number of people who do not want to promote and the number of neutral people, you will know the number of customers who want to promote your company. The higher the number of people who want to promote, the more satisfied customers are with your company.

For example, E-commerce sites often track the customer's experience after using a product or service with buyer reviews. Buyers will rate the satisfaction level from 1 star to 5 stars, giving their own specific experience about that product or service. The level of willingness to recommend that e-commerce site after making a purchase will be assessed by an emailed experience review.

e. Set the process ready to prevent this problem from happening again

Record situations and events that cause customer problems or cause customer dissatisfaction and complaints.

Record the solutions implemented in the situation or event that makes the customer happy.

Prevent similar incidents from happening. If it can't be prevented, you can refer to the previous workaround.

Prevent similar incidents from happening. If it can't be prevented, you can refer to the previous workaround.

Example: There is a customer who comes to your store to buy a shirt, but that model and size suitable for the customer is no longer available. Don't let your customers go like that. Try calling other stores nearby to see if that model and size are available and order for the customer. Customers will feel satisfied with your dedicated service and want to return to the store again.

f. Talk to customers face to face

Talking directly with customers is also problem solving: How to improve service quality.

Be physically present at the business premises at least once a week.

Interact a lot with employees and customers.

For example: If you own a clothing store, don't leave everything to the sales staff. You may not need to come regularly but must be present at least once a week. When you go to the store, instead of sitting still, talk to employees and customers about your store's products and promptly resolve immediate situations.

2.3 Determine service goals

Determining service goals helps improve service quality because by identifying service goals, you will know what needs to be done to improve its quality.

Here's what you need to do to define service goals:

a Consider your business type

Large companies: need to pay attention to diversity of goods and services, low prices, "inside and out" shopping experience.

Small company: need to pay attention to quality, personal communication, knowledge, problem solving.

For example: When you open a small restaurant, you need to pay attention to the quality of the dishes, the uniqueness that only your restaurant has, a friendly attitude towards customers and how to handle possible situations. happen.

b. Provide a clear vision statement

How to improve service quality? Creating a clear vision statement will help improve service quality. By:
Employee training combined with vision statement.
Share with customers your company vision.
For example, ACE Hardware, an independent computer hardware chain, claims to tell customers around the world that its vision is "100% useful." The emphasis on usefulness has helped ACE Hardware compete with other large-format stores like Home Depot and Lowe's.

c. Check the public "face" of the business

You need to pay attention to:
Staff: respectful, friendly, knowledgeable about customers.
How to interact with customers: directly with the staff is better than through an automated answering system.
Business location: spacious, convenient location, easy to access, clearly arranged.
Customer accessibility: customers are welcome and can easily reach you with problems.
For example, when you open a restaurant, the staff needs to be professional, friendly, dedicated, and knowledgeable about the dishes and services in your restaurant. In addition to the automatic response system, you need to arrange staff to perform customer care, answer questions, and resolve complaints. Restaurants should be built in locations with convenient traffic, densely populated, easily visible premises. The things in the restaurant need to be arranged neatly and eye-catching. When customers come to your restaurant, there is always a staff member to greet you at the door and guide you to book a table and order food.

d. You need to ensure that employees know what the concept of "service quality" means to your business

Employees need to know about the big ideas that create "service quality," like "unity, communication, connection." Employees need to know about specific ideas that create "service quality" related to specific actions and attitudes.
For example: If you have a clothing store, your employees need to know about specific ideas that create "service quality" such as: always welcoming customers when entering the store even if just to visit. , show the dressing room if you see that the customer wants to try it on

2.4 Upgrade quality service tools

Upgrading quality service tools helps to improve service quality because doing a service requires many quality tools and service tools to get quality service.
To upgrade the quality service tool, you need to do a few basic things:

a. Deploying customer-friendly technology

To serve your customers' needs and make payments quick and easy, you should invest in debit and credit card machines. To track your customers' shopping process, know the types of products they want to buy and are interested in, and their level of shopping, you can invest in a point of sale (POS) system. This system helps increase sales, manage inventory, provide special promotions and give customers the power to determine prices.
For example: After the survey, supermarkets often have additional forms of payment by debit card or ATM card in addition to cash payment. They also input mail into the point

of sale (POS) system for better customer care.

b. Hire a web designer to create a professional website

Having a professional website is also the answer to the question: How to improve service quality. To have a professional website, you need:
Need to hire a web designer to set up a website to introduce products and services of the business.
If you can't afford to hire a web designer, create a website using Wordpress.

Note:

The website needs to have its own version that can be used on mobile phones.
The website should have the necessary information such as: business name, location, contact information, business hours. The website is easy to use, friendly, and user-friendly.
For example: Currently, companies, restaurants, supermarkets, etc. all set up their own websites. The website has its own logo, an eye-catching layout, and a clear arrangement of items. On that website, they will regularly update news, introduce products and services, leave contact information and respond to customers when necessary.

c. Social media should not be ignored

Create accounts on social networks such as Facebook, Instagram, YouTube, Twitter,... and regularly update business information. It is advisable to use a pound sign for a business name to help promote business.
Get feedback and respond to customers on your business' social media pages.
Link accounts on different social networks so customers have more information pages about the business and can easily contact the business in many ways.
For example: Today, almost all businesses in Vietnam have accounts on three basic social networks such as Facebook, Instagram, and YouTube. On Facebook, businesses often update information about products and services and answer customer questions. On Instagram, businesses often post photos introducing products and events. On YouTube, businesses often post videos introducing their businesses, advertising products and services, sharing tips, etc. These three accounts are often linked together.

Part 3: Conclusion

After-sales service, also known as after-sales service, refers to care and interaction activities with customers after the sale. After-sales service to ensure customer satisfaction before, during and after purchase. Through after-sales activities, the seller will answer customers' questions during use, installation, warranty, inspection or repair of the products. Service quality is the ability of service providers to meet customer expectations and satisfy customer needs. Solutions to improve service quality and customer care are one of the top priorities of businesses . Service quality is what customers perceive when interacting with the business. It is subjective, depends on the evaluation, the level of customer satisfaction. Each customer will have a different assessment of service quality. At different times, with the same service, customers can also have different assessments of service quality.

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