



Studying the Factors Affecting Customer Satisfaction at SAVIS Technology Joint Stock Company

¹ *Le Thi Huong Chi*

¹ University of Labour and Social Affairs, Vietnam

ABSTRACT:

Digital economy with the trend of digitalization, smart data, internet of things (IOT) or artificial intelligence (AI) are core issues of digital transformation, applied in most fields in the world. life from economics, industry, agriculture to services, production, distribution, circulation, finance, banking, etc. Due to the negative impact of the COVID-19 epidemic and the influence of the Industrial Revolution The fourth industrial revolution, agencies, organizations and individuals are actively promoting the transformation of many activities into cyberspace and increasing the application of digital technology.

Customer care services play a very important role in enhancing the competitive advantage of information technology service businesses. The article aims to discuss the customer care process and customer satisfaction at Savis Technology Joint Stock Company. Thereby, the article offers suggestions to help businesses improve service quality to increase customer satisfaction.

Keywords: factors affecting customer; Satisfaction; Savis technology joint stock company

1. Introduction

The digital economy is currently growing very rapidly, and is the key for many economies to go global. Digital transformation is associated with the application of new technologies such as Big Data, cloud computing, AI, IoT... into work processes and business operations. In the process of developing the Digital Government, towards the digital economy and digital society, establishing a safe cyberspace for the Government, businesses and people to use plays a huge role. In particular, digital signatures continue to play an important role in contributing to ensuring the safety of electronic transactions, creating a modern working environment, improving work efficiency, and promoting the application of information technology in innovation. administrative methods, developing e-Government, moving towards digital Government. Research firm P&S Intelligence forecasts that the digital signature market growth in Vietnam is at 24.6% per year from now to 2030.

Customer care services play a very important role in enhancing the competitive advantage of information technology service businesses, helping businesses differentiate their service quality image in the mind. customer retention, maintaining existing customers, increasing loyal customers, attracting potential customers and reducing business costs for businesses. Customer care service is a key activity in a business's marketing activities in order to direct the business's management activities to target customers, bringing outstanding satisfaction to customers when consuming services with reasonable prices. Good quality customer care.

2. Customer care

A service is a transaction in which immaterial goods are transferred from seller to buyer. Services are "special products", with 5 basic characteristics that help distinguish them easily from tangible goods: simultaneity, inseparability, heterogeneity, intangibility, cannot be stored. Service quality measures how well a service compares to customer expectations. Businesses that meet or exceed expectations are considered to have high service quality. Service quality has outstanding characteristics such as: Excellence; Product specificity; Availability; Need satisfaction.

Nguyen Huy Phong and Pham Ngoc Thuy (2007) researched at retail supermarkets and showed that using the SERVPERF model is better than the SERVQUAL model. In the telecommunications service industry, research articles by Le Thi Tuyet Mai (2013), Pham Thanh Huyen (2015) using the Servpeft model show that all 5 groups of service quality factors affect customer satisfaction. Ho Thi Huong Lan, Hoang Dang Hoa (2020) using the Servqual model shows that service quality factors directly and positively impact satisfaction and in turn, satisfaction also directly and positively impacts satisfaction. favorable to customer loyalty.

Service quality is the factor that has the most impact on customer satisfaction (Cronin and Taylor, 1992). If a service provider provides customers with quality products that satisfy their needs, that business has initially made customers satisfied. Therefore, to improve customer satisfaction, service providers

must improve service quality. In foreign countries, some research articles also show that customer satisfaction is always dominated by component factors of service quality: mobile phone services (Santouridis and Trivellas, 2010), public services (Akinboade & al., 2012), banking services (Ganguli and Roy, 2011).

Muralia and colleagues (2016) used the SERVQUAL model to evaluate the relationship between after-sales service quality (after-sales service) and customer satisfaction. Research results show that manufacturing enterprises with after-sales services highly appreciated by customers often have customer satisfaction and loyalty.

3. Current status of customer care at Savis Joint Stock Company

Customer purchasing process with services at the company

Step 1. Receiving customers

- Receive customer contacts from sources: Website, Facebook, Email, Hotline, Zalo, sources from internal staff,...
- Collect customer information:
- Classify and determine specific customer needs:
- Preliminary consultation

Step 2. Consulting and quotation

- Further consultation on products/services with demo (if necessary):
- For simple packaged products, for example: Digital signature, electronic invoice, eContract,....:

Step 3. Sign NDA and provide integrated testing services

- Sign NDA information confidentiality agreement
- Level of testing service:

Step 4. Customer care before selling

- Update customer status:
- In case scope arises while the customer is considering and testing, it is necessary to understand the situation to adjust the quote accordingly.
- Encourage customers to sign service implementation contracts.

Step 5. Close the deal and sign the contract

- Contract:
- Project implementation
- Project inspection

Step 6. After-sale customer care

- Keep in touch with customers during the process of using the service to receive feedback and problems (if any) from customers.
 - Coordinate to immediately handle errors that arise during service use.
 - Introduce new products/services of the Company to customers.
 - Monitor service renewal when the customer's service package is about to expire.
- * Customer care programs after registering to use the service
- Keep in touch with customers during the process of using the service to receive feedback and problems (if any) from customers.
 - Coordinate to immediately handle errors that arise during service use
 - Introduce new products/services of the Company to customers.
 - Monitor service renewal when the customer's service package is about to expire. Remind customers before the service expires (~ 3 - 6 months).

* Evaluate customer satisfaction with the quality of digital signature services at Savis company:

The research was conducted using qualitative research and quantitative research methods. Through the survey, 200 usable questionnaires were obtained and analyzed. Customers using Savis Company's digital signature service have 125 (62.5%) male customers and 75 (37.5%) female customers.

Regarding occupation/work position, 27 (13.5%) people are employees, 30 (15%) people are department managers, 38 people (19%) are department heads, 40 people (20%) are deputy managers. director and 45 people (20%) are directors, the remaining 20 (10%) are business individuals.

Regarding income groups, the income group from 40-50 million accounts for the highest proportion of 27.5% with 55 people, followed by the group with income over 50 million accounting for 25%, followed by the group from 20-30 million and from 30 to 40 million accounts for 15% (30 people). Finally, there are the income groups from 10 - 20 million and under 10 million, which are 20 people (10%) and 15 people (7.5%), respectively.

Currently, Savis offers 3 packages for usage time: 1 year package, 2 year package and 3 year package. The group of people who signed up for the 3-year package accounted for the highest proportion in the survey with 60% (120 people), the next group is those who signed up for the 2-year package with 30% (60 people) and finally those who signed up for 1 year package (20 people - 10%).

The adjusted SERVPERF scale is used, along with Cronbach's Alpha reliability analysis method, exploratory factor analysis (EFA), correlation coefficient analysis and multiple linear regression analysis method.

The research results equation is as follows:

$$HL = 0.423 * TC + 0.159 * DU + 0.086 * PV$$

There are 3 groups of factors that affect the quality of customer service services at Savis company including: reliability level group, responsiveness level group, service capacity group

4. Some solutions to improve customer care at Savis company

Savis Company implements a competitive strategy based on differentiation, taking service quality as the key to competition, in which the quality of customer care is guaranteed to be outstanding, satisfying and suitable to the needs of each group. Customers proceed to each specific customer on each service:

Bring satisfaction in responsiveness, service and reliability

Keep current customers, increase loyal customers, attract potential customers, reduce business costs, minimize the number of customers leaving the network to maintain and expand market share, contributing to increased revenue.

Building a dynamic Savis company image, always working side by side with customers, ready to serve customers' needs anytime, anywhere, ensuring the best quality, most suitable price, most convenient, in the most timely manner with the most professional service style, bringing outstanding satisfaction that hardly any rival business in the area can ensure continuously and promptly like Savis.

4.1. General solution

Continuously improve the quality of human resources and have a strategy to develop high-quality human resources: customer relations staff need to have highly specialized knowledge, and company employees also need to have a good and polite service attitude. , professional, enthusiastic to meet customer needs.

Continuously modernize the company's technology: Customer trust and loyalty depend heavily on modern technology, as well as the utilities and added value for those customers through the application of that technology. bring

Regularly exchange information with customers: through customer conferences; advertising programs, introducing products and services; Organize surveys and surveys of customer needs; Set up a hotline

Resolving customer complaints: Employees of the customer care department need to receive full support from Management staff to effectively implement an internal system to resolve customer complaints.

Building a team of regular, loyal customers to the company: need to build customer trust and confidence in the company, and in ensuring the quality of services provided by the company. Next is the service attitude, professionalism and ability of the staff to respond to customer needs.

Develop appropriate care programs: Strengthen promotion and propaganda about the company's image, apply automatic response system.

Improve customer care through social networks

Building a loyalty customer care program: giving birthday gifts, giving gifts on special occasions: A customer care program on birthdays, business anniversaries, holidays...

4.2. Solutions for each group of factors

4.2.1. Solution for the "trust level" group

The level of reliability and security is the factor that has the greatest influence on customers when choosing technology products and services. To improve the level of trust, Savis needs to absolutely secure customers' personal information. Apply measures to prevent violations of personal information and customer data by subjects both inside and outside the business.

4.2.2. Solutions for the "Responsiveness" group

Savis should expand more touch points to attract new customers and increase current customer satisfaction.

Focus on investing in research and development of services and products that the company is providing to improve customer satisfaction.

4.2.3. Solutions for the "service capacity" group

Employees need to have a high sense of responsibility for their work, always alert and clear-headed to promptly handle situations. Staff attitude must be polite, courteous and always cheerful in any situation. Being close, listening to customers, having a positive attitude towards customers, and receiving customer feedback positively are factors that create customer satisfaction and loyalty to business services.

4.3. Recommendations to state management agencies

First of all, state management agencies must innovate thinking, unify awareness, strengthen the Party's leadership role, State management, and promote the participation of the Fatherland Front and key organizations. social-political. At the same time, perfecting institutions facilitates proactive participation in the Fourth Industrial Revolution and the national digital transformation process.

Party agencies, National Assembly, Government, Fatherland Front, and socio-political organizations must be pioneers in implementing strong digital transformation: Building a digital database of the Government and all levels of government rights, creating conditions for all citizens to update necessary information about the operations of the state apparatus. Invest in building infrastructure for data collection, management and transactions on the Internet platform. Standardize and strengthen the capacity of state management officials at all levels. Clearly define functions, tasks, and coordination mechanisms between state management agencies in implementing digital transformation. Complete administrative processes and procedures in accordance with digital government operations, minimizing direct transactions.

CONCLUDE

Life is increasingly developing, consumers have more and more choices for themselves. In addition to being financially strong, businesses need to have accompanying policies to attract and satisfy customer needs. Especially in the market, security technology products and services play a huge role in the exchange of information in society. Savis Company must constantly improve customer care because customer needs do not only stop at the quantity and quality of supplied goods but are also expressed in satisfying tastes and supplying needs. services before, during and after sales. Besides the number of satisfied customers, there are still some customers who are not satisfied with the company's service quality. Therefore, in addition to choosing the appropriate service group to fully exploit the number of potential customers as well as develop new products, the issue of perfecting customer care is something Savis company always cares about and thoroughly grasps. sharp. Only then will Savis company be able to compete with competitors in the Hanoi city market in particular and Vietnam in general.

REFERENCES

1. Akinboade, O., Kinfaek, E. and Mokwena, M. (2012), "An analysis of citizen satisfaction with public service delivery in the Sedibeng district municipality of South Africa", *International Journal of Social Economics*, Vol. 39 No. 3, pp. 182-199
2. Cronin, J.J., Taylor, S.A. (1992). Measuring service quality: A reexamination and extension, *Journal of Marketing*, Vol 56 (July), pp. 55 - 68.
3. Ganguli, S. and Roy, S. (2011), "Generic technology-based service quality dimensions in banking: impact on customer satisfaction and loyalty", *International Journal of Bank Marketing*, Vol. 29 No. 2, pp. 168-189.
4. Ho Thi Huong Lan, Hoang Dang Hoa (2020), The relationship between service quality, customer satisfaction and loyalty: Research on experience at Big C supermarket - Hue city, University Economics - Hue University
5. Le Thi Tuyet Mai (2013), Research on mobile service quality of Vinaphone Quang Nam network, Master's thesis, University of DanangMartilla, J.A. and James, J.C. (1977) Importance-Performance Analysis. *Journal of Marketing*, 41, 77-79.
6. Muralia, S., Pugazhendhib, S., Muralidharanb, C. (2016). Modelling and Investigating the relationship of after sales service quality with customer satisfaction, retention and loyalty. *Journal of Retailing and Consumer Services*, Volume 30, May 2016, Pages 67-83;

-
7. Nguyen Huy Phong, Pham Ngoc Thuy (2007) SERVQUAL or SERVPERF – a comparative study in Vietnam's retail supermarket industry, Polytechnic University, Vietnam National University-HCM
 8. Pham Thanh Huyen (2015), Solutions to perfect customer care at Vietnam Posts and Telecommunications Group - Quang Binh Telecommunications Branch, Graduation thesis, Hue University of Economics.River
 9. Schiffman, L. G., & Kanuk, L.L. (2004) .Consumer Behaviour.(8th ed.). New York: Prentice Hall, Upper Saddle crocr
 10. Wang, Y., & Hing-Po, Lo. (2002). Service quality, customer satisfaction and behaviour intentions: Evidence