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Improve B2B Customer Experience of SAVIS Vietnam Technology Joint Stock Company

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ABSTRACT:

Enhancing the B2B (Business-to-Business) customer experience is a critical factor in a company's success. Here are some reasons and necessity for this: A positive customer experience helps create a positive environment and increases the chances of customers returning. Satisfied B2B customers can lead to them becoming loyal partners and even advocates who share positively about the company. Besides, it also helps build long-term relationships through providing good experiences that help build long-term relationships with customers, create trust and increase the ability to maintain business relationships. At the same time, enhance customer value; Optimize business performance. Helping attract new customers through a positive customer experience can be a powerful marketing tool, helping to attract new customers through positive word-of-mouth and positive reviews. Enhance professionalism and reputation; Face competition. Internal synchronization and performance. Research was conducted at Savis technology joint stock company using qualitative and quantitative methods, thereby proposing solutions to help the company improve customer experience in the future.

Keywords: B2B customer experience, SAVIS Vietnam Joint Stock Company

1. INTRODUCE

In an era where businesses are growing more and more and competition is becoming more and more fierce, a good product or service is not enough to win the hearts of customers, but customer experience is gradually becoming an important factor. new competitive advantage. In business-to-business (B2B) relationships, the commercial success of a business relies on the strength of its relationships with customers. However, because business customers' purchasing decisions often involve more complex processes and decision-making is not done by just one person, how can we enhance the experience for customers? The business is receiving great attention from B2B businesses. The issue of B2B customer experience will be researched at SAVIS Vietnam Technology Joint Stock Company

In general, around the world, issues of B2B customer experience were raised by the world's leading auditing company KPMG in the report "B2B Customer Experience: Winning in critical times"[3] or the research paper of Aichner and Gruber (2017) has proposed further development of tools to manage touch points on the customer purchase journey for small and medium-sized businesses to measure, adjust and improve. customer satisfaction.[1] The results from research articles are a valuable source of material for the author to exploit and refer to for his thesis. In Vietnam, reports on B2B experiences are quite limited because the buying journey of B2B customers is complex and has not been researched in depth, and the experiences of businesses in Vietnam are often short articles. form that synthesizes knowledge but does not go deeply into a specific company or industry, causing difficulties in the research and reference process.

Therefore, the research "Improving B2B customer experience at SAVIS Vietnam Technology Joint Stock Company" aims to exploit issues of B2B customer experience of SAVIS Company and propose recommendations for the company. is necessary

2. CONTENT

2.1. THEORETICAL BASIS

According to Brands Vietnam, the actual B2B customer is not a person but an entire department and is accompanied by decisions of other stakeholders. Therefore, it can be seen that a business's purchasing journey often has a very complicated and regulated system, creating many difficulties for salespeople from other businesses to reach the right audience with real needs. .[6] According to a report by KPMG (2017), three important positions in the purchasing department have the following characteristics [3]

Decision Maker: usually these are the people who will make the final decision, maybe just themselves or maybe an entire council.

Influencers: Although this group of people does not have the ability to make purchasing decisions, their influence on supplier selection is huge.

Users: They have the least influence on supplier selection, but they are the ones who have direct contact with services/products in daily life.

Also according to KPMG's report, the company has researched and shown that there are six factors that affect the success of customer experience (The Six Pillars of customer experience) including: Personalization, Solution Resolution, Integrity, Time and Effort, Expectation, Empathy

Customer Journey simulates the process of customers experiencing a brand over time or the journey that connects customers with the brand. Describing the customer journey helps businesses accurately capture touch points and what customers think and interact with the brand, while ensuring consistency at all touch points. contact and on all channels. In the connected era, the customer journey becomes more complex thanks to the combination of online and offline purchases.

Diagram 1. Standard B2B customer lifecycle model

Source: KPMG

Customer experience design is a set of steps to help businesses have a clearer view of the process of forming and improving a better customer experience. The process should be applied continuously and tested multiple times to provide the best experience for customers.

**Diagram 2. Steps to build B2B customer experience**
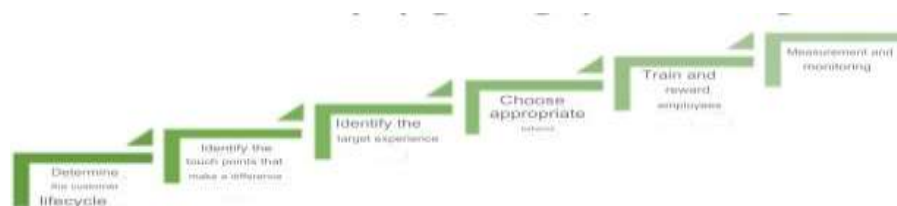
Source: KPMG

2.2. RESEARCH METHODS AND DATA

To determine the current state of customer experience at SAVIS company, the author conducted interviews and surveys of both company employees and customers who have used SAVIS services. The research and survey process will go through 3 steps. Step 1, the author will identify the experience journey and all the touch points where customers can interact with the SAVIS company. Step 2, the importance of touch points will be determined through internal and external customer surveys. Step 3, a customer satisfaction survey on touch points will be conducted. Data was collected from April to May 2022.

Diagram 3. Customer experience journey map at SAVIS
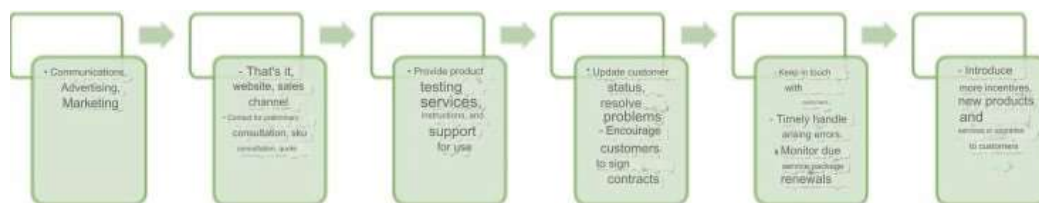
Source: Author's own compilation

From the customer experience journey above, the author identifies a total of 27 touch points (table 1) divided according to Dhebar's (2013) research including interaction with people, interaction with products, interaction with with services, interacting through Marketing campaigns and online interactions.[2] Going to the next step, the touch points that customers have interacted with will be compiled and surveyed by internal people and external customers from many different fields. Survey participants will be asked to select 10 touch points that they believe are important in their purchasing decisions. Then, the respondent will divide 25 points among 10 touch points in order from high to low (the higher the touch point, the more important). The scale used for research is the scoring scale [4] which is used a lot in customer experience research. Each touch point will have a maximum of 16

points. Depending on each respondent, there will be a different way of dividing points, but it must ensure that the total score of all 10 touch points is 25. The number of survey participants is 30 people including 10 company employees and 20 customers from different companies: Linkedln, Youtube

In step 3, the author will conduct a survey of 103 customers to evaluate satisfaction at 15 touch points, of which 10 touch points were selected from the top 10 most important touch points and the remaining 5 touch points were randomly selected. naturally from unimportant or less important touch points. However, the WOM touchpoint cannot be measured but depends on whether customers are willing to recommend the company's products to friends, relatives and partners. The satisfaction survey uses a Likert scale from 1-5 (1-Very dissatisfied, 2-Dissatisfied, 3-Normal, 4-Satisfied, 5-Very satisfied).

Interaction with humans (1)	Complaint resolution, In-depth consultation, Product instruction sessions, Workshops, Incoming calls from company staff, Hotline,
Interaction with products (2)	Product presentations, Sales staff interactions, WOM
Interaction with services (3)	Product documents, Trial software, Software products
Interaction with Marketing strategy (4)	Consulting, Quotation, Contract preparation, Sales staff interaction
Online interaction (5)	Advertising, Business card, Partnership, Media, Sponsorship

2.3. ANALYSIS OF RESEARCH RESULTS

**Table 1. Importance of touch points ranked by company employees and customers**

Customer touch points In-depth consultation (1) (3)	Employee (N=10)		Customers (N=20)		Total (N=30)	
	Scores	%	Scores	%	Scores	%
Software products (2)	24	9.6	62	14,5	88	12,2
Complaint resolution (1)	26	12	45	9,7	71	10,4
Hotlines (1)	24	10,7	33	6,8	57	8,1
Partnership (4)	25	11,1	25	5,3	59	7,1
WOM (1)	17	7,6	26	5,5	43	6,1
Interaction with sales staff (1) (3)	9	4	30	6,3	39	5,6
Quotes (3)	18	8	12	2,5	30	4,3
Trial software version (2)	5	2,2	23	4,8	28	4
Communication (4)	12	5,3	16	3,4	28	4
Workshops (1)	2	0,9	23	4,8	25	3,6
Electronic newspapers (5)	-	-	16	3,4	16	2,3
Product usage training session (1)	3	1,3	13	2,7	16	2,3
Sponsor	7	3,1	5	1,1	12	1,7
Sponsorship (4)	-	-	12	2,5	12	1,7
Company website	5	3,1	11	1,7	16	2,4
Making a contract (3)	3	1,3	4	0,8	7	1
Product presentations (1)	2	0,9	2	0,4	4	0,6
Product documents (2)	1	0,4	3	0,6	4	0,6
Advertising (4)	-	-	1	0.2	1	0,1
Business cards (4)	3	1,3	1	0,2	4	0,6
Google Search (5)	-	-	2	0,4	2	0,3
Register for consultation from the 3rd website (5)	-	-	2	0,4	2	0,3
Emails (5)	1	0,4	-	-	1	0,1
Facebook Page (5)	1	0,4	-	-	1	0,1
LinkedIn (5)	-	-	-	-	-	-
YouTube (5)	-	-	-	-	-	-
Tổng	177 điểm		366 điểm		543	

Source: Author's own compilation

The highest ranked customer touch point is Deep Consulting, classified into two groups Interaction with people and services with 12.1% of the score, showing that Deep Consulting is a very important touch point for both employees. members and customers. The company's software products ranked second, accounting for 10.4% of the score.

Figure 1 shows the top 10 touch points ranked by company employees and customers, showing that both survey groups had similar answers but company employees gave higher scores than customers. row. Top 5 evidence of the dominance of human interaction touch points with touch points such as In-depth consultation, Complaint resolution, Hotline.

Chart 1. Top 10 important touch points rated by company employees and guests row
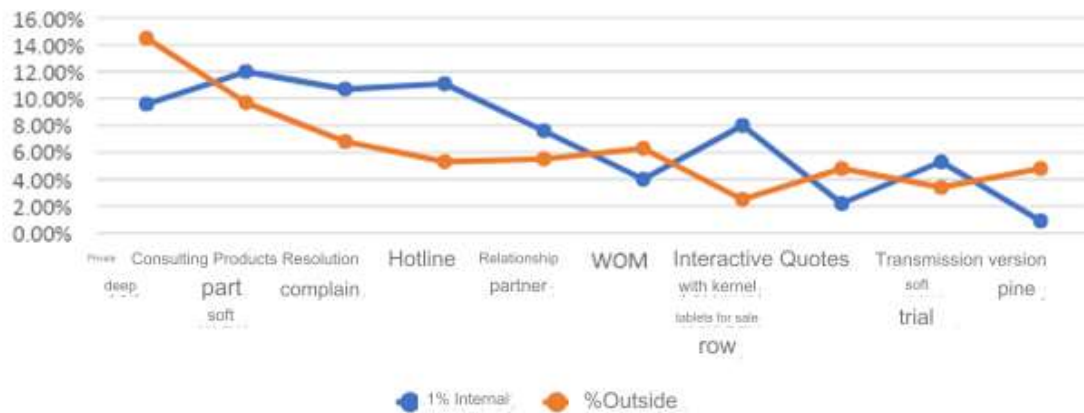
Source: Author's own compilation

Overall, the group of human interaction touch points received the most points, accounting for 57.8% of the score. The second ranked group belongs to the service interaction group, accounting for 29.03% of the score. The reason this group is high is because the two touch points "In-depth consultation" and "Interaction with sales staff" account for 22.4% of the score. The product interaction group took third place with 19.5% of the score, the Marketing campaign interaction group followed with 16.1% and finally the online interaction group with 4.17%.

In the online interaction group, there are two touch points that do not receive any points from company employees and customers. The other two touch points received less than two points and only the touch points "Electronic newspaper" and "Company website" were divided into points. It can be seen that touch points from online interactions are not highly appreciated by users and company employees because only the touch point "Electronic Newspaper" is in the top 15.

It can be seen in chart 2 that all touch points have different satisfaction ratings, no touch point receives maximum satisfaction. However, for scores above 4 points, the level of satisfaction can be considered good. Touch points with a level below 4 need to be considered, find out the cause as well as find ways to fix it. Some points below 4 points to note such as "Interaction with sales staff" and "Trial software version" have the lowest rating with 3.2. Then the two touch points "Company Website" and Product Instruction Session" are the next two touch points to note with an average rating of only 3.5.

Table 2 shows the factors that explain why they would recommend the company's products to relatives, friends, and partners. Respondents will be able to choose multiple answers or add reasons. The given answers are taken from 6 important factors to form relationships with B2B customers.

Table 2. Reasons why customers recommend a company's products through WOM

	Answer	%
Integrity	95	84.8
Expectation	93	75.7
Solution	82	69.4
Personalized	58	49.3
Time and pressure	46	38.0
Understanding	10	8.5

Source: Author's own compilation

3. CONCLUSION AND RECOMMENDATIONS

The results showed that the most important and notable touch points from the perspective of both internal employees and customers showed that interaction with people and interaction with company services are still the top two factors. Make a difference in B2B customer experience. In which the interactions "In-depth consulting" and "Software products" are two touch points

gets the most attention from customers. In addition, the company should modify and improve the two touch points "Trial software version" and "Interaction with sales staff" which are still weaknesses in the customer experience at the company. Furthermore, businesses should also promote more integrity in consulting and promoting products and improve their ability to understand customers in the near future. From the above research results, the author would like to make some suggestions as follows:
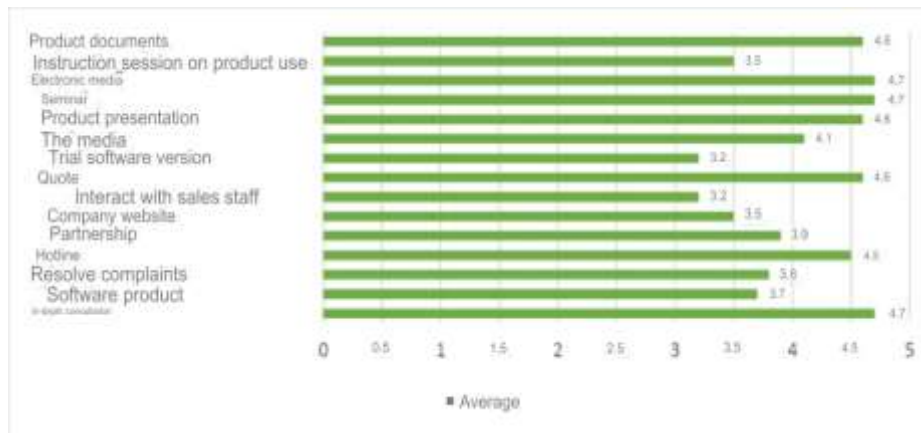
Stimulate customer demand for technology products

SAVIS's customer source is still mainly from sources on the website, Facebook, Email, Hotline, Zalo, sources from internal employees... However, for a product that is still quite new and not yet of interest to many users, The company must have personal promotional activities, even face-to-face meetings to offer products and make them understand how much they need the company's products. Building many relationships, building trust for customers to promote products when they have no need yet is a quite important stage for products where users do not have much information or even If they are not tech-savvy, it will be even more difficult.

Research each customer group and analyze purchasing behavior

Currently, SAVIS's customer base has 6 groups: Government, Banking, Finance, Education, Small and Medium Enterprises, and Large Corporations. Each business has different characteristics and contexts, so SAVIS needs to build its own customer journey for each industry.

For large customer groups such as Banking and Finance, the most effective solution is still to directly meet customers and analyze why the Banking industry needs a digital signature provider like SAVIS with its specific characteristics. The industry needs a lot of secure digital signatures

For the Small and Medium Enterprise customer group, the users are mainly business owners and will often care more about price than post-purchase quality, the salesperson's goal is to bring them full satisfaction. enough useful information and competitive prices

For the Education customer group, the users are students and employees in Universities and Institutes with Information Technology industry. The company can build experiential websites, emphasize superior features compared to costs, and invest heavily in new technology and product launches.

For large corporate customer groups: Large corporations are quite similar to the case introduced in the above method, the decision makers are the CEOs but the technical department employees are the ones with great influence. best. Technicians will consult many suppliers in advance and present to the CEO the options that are considered the most optimal in terms of technology.

Train and reward participating employees at each stage and touch point

The company's strategy will be for the best technicians to research, resolve complaints and provide in-depth consultation. However, letting one department take on many responsibilities will cause the problem not to be thoroughly resolved and work progress to be ensured. There should be specialized departments for each area such as customer care, complaint resolution and in-depth consulting. The employees of these departments must be properly trained both in terms of information technology knowledge, product knowledge, continuously updating new trends to improve products better, supporting the product development department and especially not to mention presentation capacity. serving customers, the ability to solve problems quickly and accurately to bring customers prestige, reliability and speed. For employees who receive good customer feedback from a touch point, the company needs to have a policy of reward, promotion, salary increase, promotion, and morale encouragement.

Establish a customer satisfaction assessment process

Develop sets of standards to measure customer satisfaction (Customer Experience Index) after each service use, renewal or willingness to recommend the product to friends or relatives.

Phase 1 - CSAT: Overall assessment of satisfaction level after using the product for the first time

Phase 2- CES: Overall assessment of readiness to renew the product and with the option to accept the extension, company staff will automatically renew the contract with the customer.

Stage 3 - NPS: Evaluate the level of willingness to recommend the product to relatives, friends, and partners after the customer has renewed the product

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