



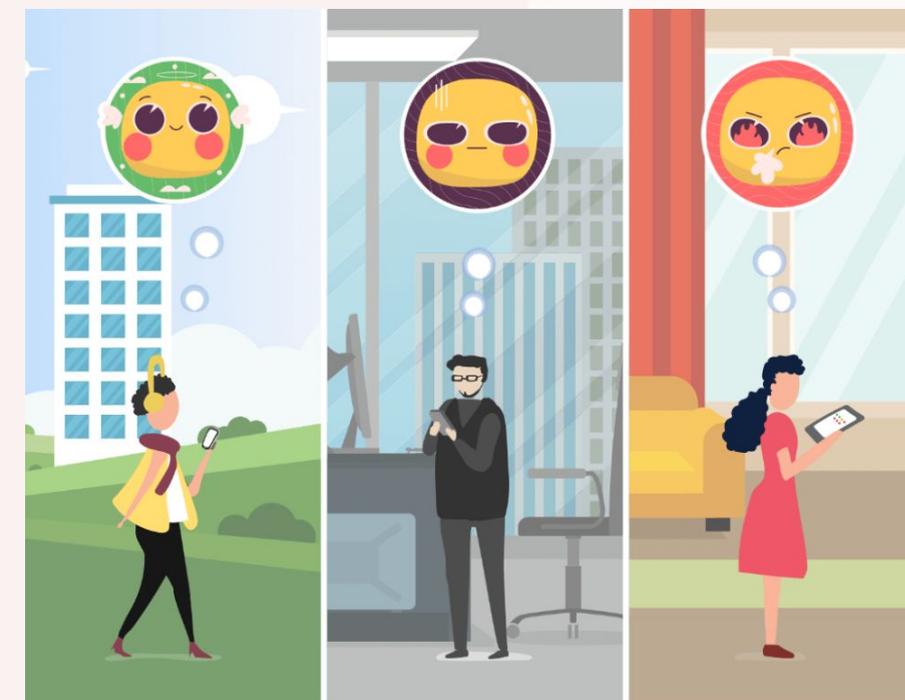
Optimize Customer experience (CX)

Scope: Jolie Siam Joint Stock Company


by Nguyen Thi Ngoc Que

Customer Experience is the next competitive battleground (Alex Pitca, 2023)

“In a world where your potential competitors are just a click away, customer experience is the new marketing battleground. Customers no longer pick brands for individual products or services; instead, they choose the business that delivers the best experiences. That’s because the price margins between competitive brands have narrowed, services have become standardized and migration costs have been minimized, leaving out just one key differentiator – customer experience (CX).”



Jolie Siam: A Blend of French Savoir-Faire and Vietnamese Hospitality

Founded in 2006 by Le Thanh Tu and Blandine Peillon, is a Vietnamese company specializing in Reception services and HR solutions ([Jolie Siam, 2023](#)).



Jolie Siam
A world of smiles in workplaces

A WORLD OF SMILES
in workplaces

- FULL RECEPTION SERVICE
- STAFFING SERVICE
- RECRUITMENT SERVICE

01

Untapped Growth Potential

- We lack a comprehensive understanding of current customer needs and desires beyond existing satisfaction metrics. (Shrapnel, 2022)

02

Competitive market

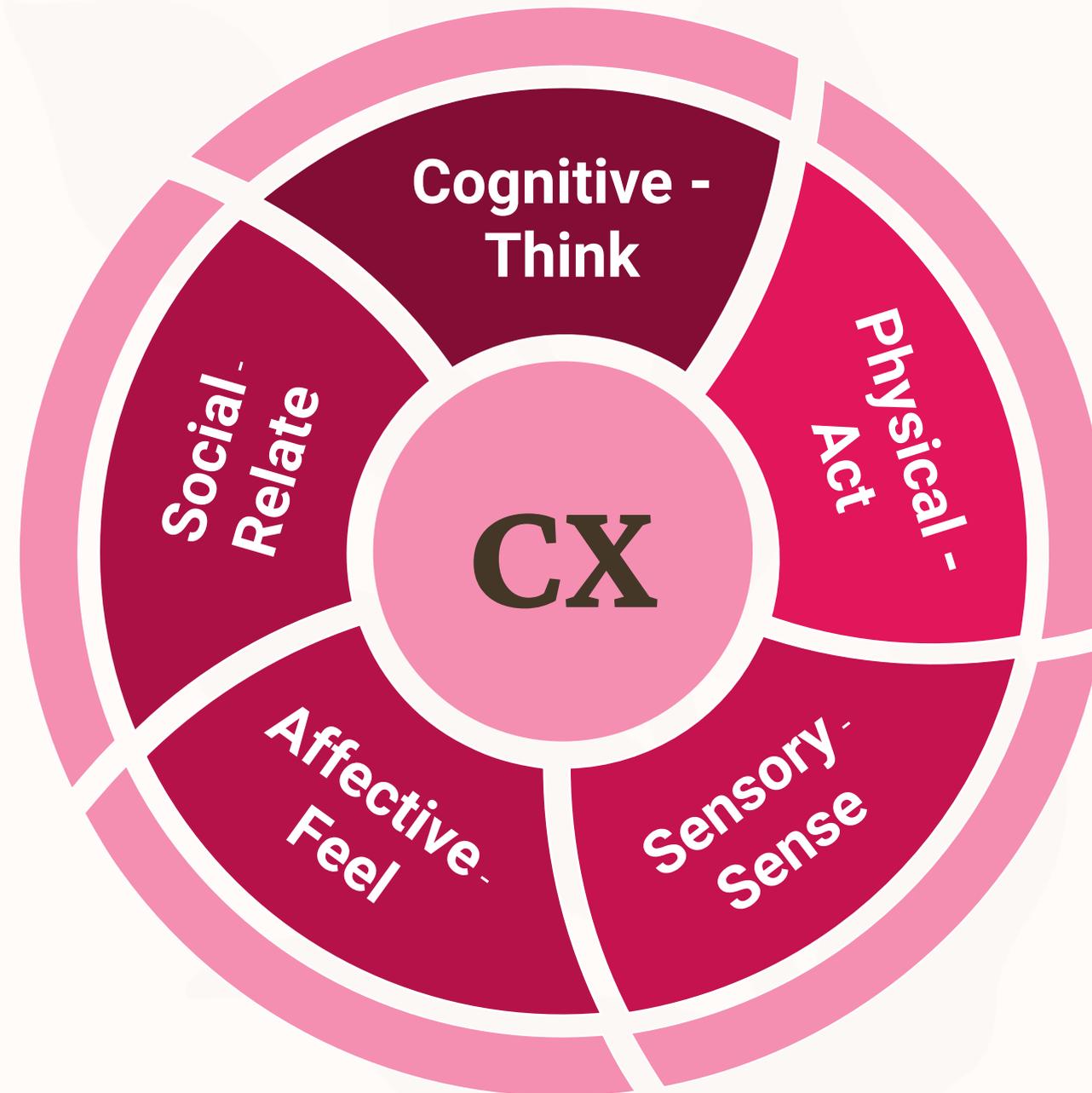
- More and more competitors provide similar service which makes customer's expectation higher than before. (Bukzar, 1997)



CX

1. Is the **internal and subjective response** customers have to any direct or indirect contact with a company (Meyer and Schwager, 2007)
2. Is “the customers’ dynamic continuous evaluation process of their **perceptions and responses to direct and indirect interactions** with providers and their social environment pre-, during and post-purchase and/or consumption of the offering at any given point in time. (Klaus et al. 2013)
3. Is a **multidimensional construct** focusing on a customer’s cognitive, emotional, behavioral, sensorial, and social responses to a firm’s offerings during the customer’s **entire purchase journey**. (Katherine N et al, 2016)

Dimensions of CX



C. Bascur et al. (2018),
Brakus et al. (2009); Joy
and Sherry (2003)

Importance of CX



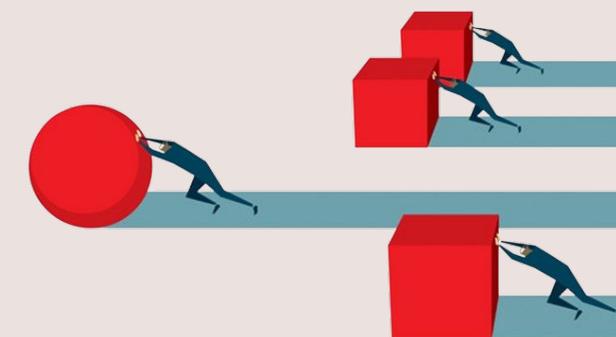
Customer Loyalty
(Ji, C. et al 2021)



Word-of-Mouth Intention
(Tansakul, T. 2022)

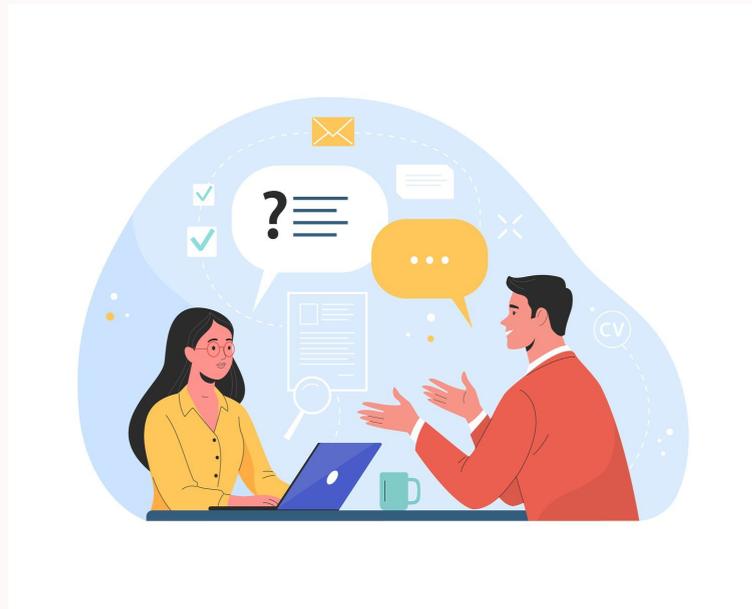


Customer Engagement
(Rather, R. 2020)



Competitive Advantage
(Silva, E. 2021)

RESEARCH METHOD



INTERVIEWS

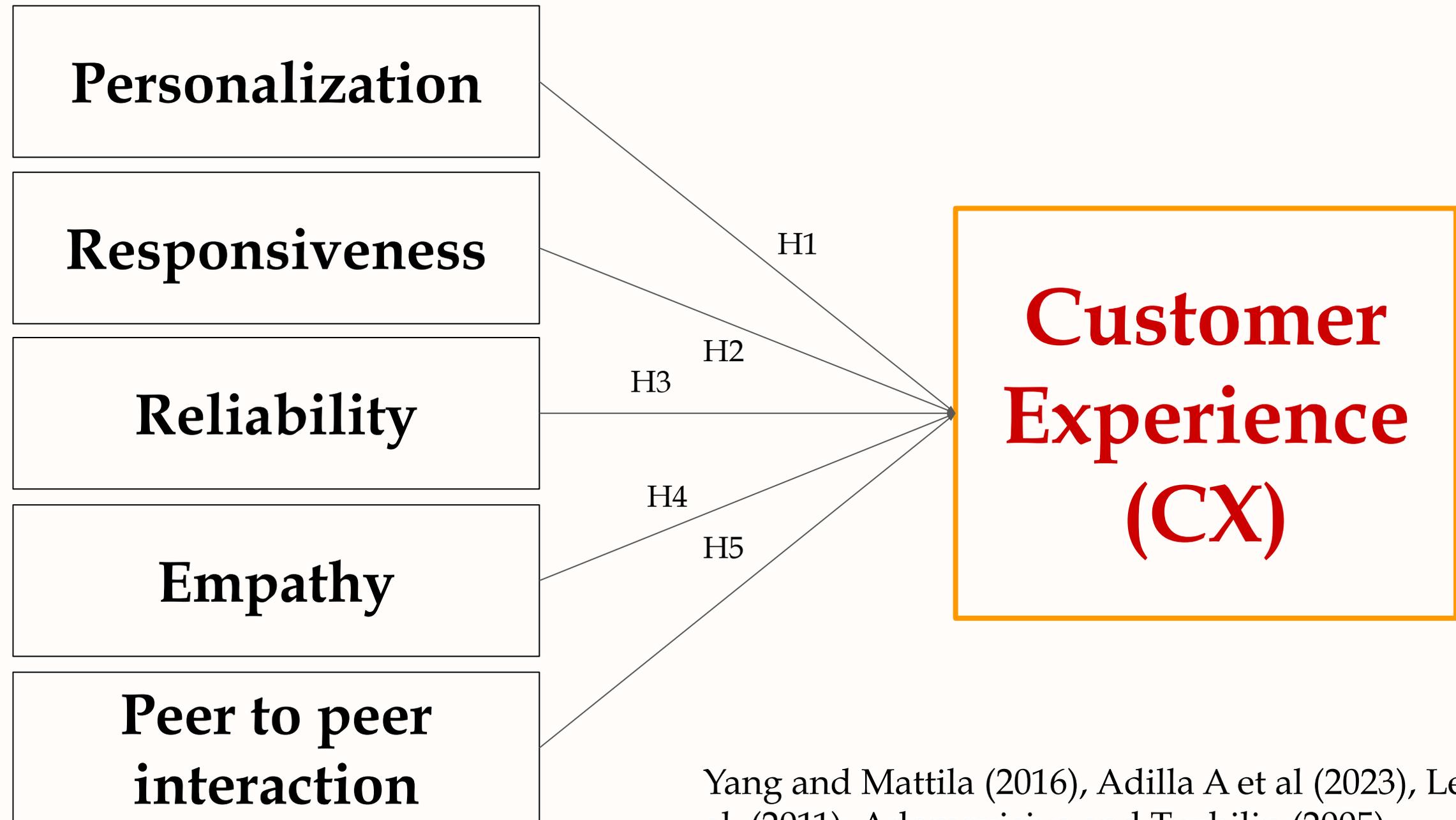


SURVEYS



OBSERVATIONS

Theoretical Framework of CX



Yang and Mattila (2016), Adilla A et al (2023), Lemke et al. (2011), Adomavicius and Tuzhilin (2005)

PERSONALIZATION

- Personalization involves providing customised content and services based on customer data (Adomavicius and Tuzhilin, 2005) and adapting offers to meet a customer's needs (Lemke et al., 2011).

Personalized Content:

- Tailored job descriptions: Craft unique job descriptions for each client's open positions (Growth Marketing Manager for Mitsubishi)

Personalized Face-to-Face Interaction:

- Customized training programs: Design and deliver training programs for receptionists or admins based on the client's specific needs (Training class for CS team at Saigon Centre Shopping Mall)

Personalized Offers:

- Flexible service packages: Offer tiered service packages for receptionist/admin outsourcing, allowing clients to choose the level of support (e.g., basic coverage, backup and replacement, comprehensive training) that best fits their budget and needs.

RELIABILITY

- Ability to perform the promised service dependably and accurately;

Promised Service Commitment:

- Regular service reviews: Conduct periodic service reviews with clients to proactively address any unmet expectations, adjust service parameters if needed, and demonstrate commitment to ongoing improvement (2-month and 6-month review)

Flexibility in Handling Problems:

- Proactive escalation process: Implement a clear and responsive escalation process for handling complex issues, ensuring timely intervention and prompt resolution

Expertise:

- Jolie Siam's trainee program promote agile learning and application

RESPONSIVENESS

- Willingness to help customers and provide prompt service;

Prompt Service:

- Proactive communication: Regularly update clients on progress, address potential concerns before they arise, and proactively inform them of any changes or unexpected delays.

Willingness to Help:

- Regular service quality assessments: Conduct surveys or feedback sessions to measure client satisfaction with responsiveness and identify areas for improvement (2-month and 6-month review).

Readiness to Respond:

- Streamlined communication channels: Provide clients with multiple communication channels (e.g., phone, email, online portal) and ensure prompt responses through each channel.

EMPATHY

- Caring, individualised attention the firm provides its customers;

Individual Attention:

- Regular check-ins with clients: Proactively schedule regular meetings or calls with clients to discuss their HR needs, address concerns, and provide personalized updates on relevant services (Monthly meeting with Marvell)

Caring for Customer Interests:

- Advocacy for employee well-being: Advocate for employee well-being initiatives within client companies, suggesting programs or policies that address employee concerns and boost overall satisfaction (Đặng Gia Trang)

Understanding the Needs:

- Active listening and open communication: Train staff to actively listen to clients' concerns, ask insightful questions, and clarify needs before proposing solutions.

PEER TO PEER INTERACTION

- peer-to-peer interaction is defined as a form of interpersonal communication activity between two or more people to exchange product-knowledge information and their opinions and emotions. Adilla A et al (2023)

Functional Interactions:

- Case study library: Create a library of client-submitted case studies showcasing successful implementations of Jolie Siam's full-service offerings across different industries and scenarios. (Testimonial on website)

Hedonic Interactions:

- Year End Party: all clients are invited to the event

Symbolic/Expressive Interactions:

- Co-create marketing materials: Invite clients to collaborate on developing content like blog posts, case studies, or even video testimonials, giving them a voice and showcasing their expertise within the community.

OUTCOME:

- Overall CX throughout different stages in the journey: 3.6/5
- New clients acquired: 2 (100% from referral)
- Renewable rate: 89% (higher than 2022)
- Growth rate: 17.5% (double the previous year)

1. Vietnamese HR services companies enhance customer experience by:

- CX Mapping: Develop a detailed customer journey map identifying touchpoints, interaction types, and potential experiences at each stage.
- Personalized Communication: Segment customers based on their needs and preferences, and tailor communication accordingly.

2. To further boost the customer experience and have a broader view on this topic, recommend further research:

- Predictive CX: Explore the use of AI and data analytics to predict potential CX issues and proactively address them.
- Cultural Considerations: Investigate how cultural factors influence the importance and expression of each IV across different markets.
- Employee CX and Internal Alignment: Research the relationship between employee experience and its impact on delivering exceptional CX to external customers.



Thank You...