

Optimizing Customer Experience: Insights from Jolie Siam Company

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Abstract

Through years, customer experience (CX) has become an important factor for companies to stand out from competitors, especially in the service providing industry such as Jolie Siam. Recognizing the significant importance of each touch point throughout the customer journey, this research proposes a novel framework specifically designed to elevate Jolie Siam's client experience and solidify its position as a leading partner for multinationals with five key drivers of CX: personalization, reliability, responsiveness, empathy, and peer to peer interaction.

This research equips Jolie Siam with a practical roadmap for implementing the proposed framework. Through interviews, surveys, and observations, the study identifies specific practices that contribute to exceptional CX within the company's existing environment. By leveraging these insights, Jolie Siam can systematically refine its processes, prioritize the key drivers, and continually adjust its approach to maintain its competitive edge. The proposed framework serves as a crucial compass for Jolie Siam to navigate the ever-evolving CX landscape within HR outsourcing. By prioritizing the five key drivers and tailoring its approach to address the specific needs of multinational clients, Jolie Siam can cultivate thriving partnerships, solidify its position as a leading HR outsourcing provider, and ensure sustained value creation for both itself and its clients.

Keywords: customer experience, service experience, brand experience, customer loyalty, customer satisfaction, HR services.