

Information of the warranty and maintenance service for automobile in Vietnam

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Abstract: At present, Vietnam has thousands of establishments operating automobile maintenance and warranty, the conditions for the business line of warranty service, car maintenance needs to carefully consider to ensure the universality of motorized means of transport, ensuring safety for road users and creating favorable conditions for production and business enterprises. This automobile maintenance and repair facility must be owned by the enterprise, contracted by the enterprise, the contract for the provision of warranty and maintenance services for a minimum period of 3 years or belonging to the distribution system of the business. From 1 July 2020, the car import enterprises must own at least one warranty and maintenance facility in accordance with regulations.

Keywords: warranty service, maintenance service, automobile

1. Introduction

In today's multi-sectoral commodity economy, every business is the place where goods and services are produced, where direct contribution contributes the most to the material wealth of the society. Every business that trades in a different industry has different ways of doing business in order to improve its position in the market. As one of the positive aspects of a market economy is the rule of eliminating, businesses must constantly mobilize, innovate and compete with each other to create a unique advantage for their business. To achieve business goals, contributing to the economy tends to go up. The more competitors, the more pressure from the market requires businesses to have the plan, the business plan to bring the most effective. One of the measures to improve economic efficiency is that businesses must define their business goals clearly and above all need to plan for a stable marketing strategy, consistent with the business itself. From there, it is possible to allocate resources appropriately to perform tasks to achieve superior productivity and maximize benefits. Over the past few decades, society has been changing at a rapid pace. Extremely social life develops and the living standards of people are increasing. One of the essential needs of human life is to use means to move, transport. With modern development conditions, the volume of automobile traffic in Vietnam is increasing densely. According to the report of the Vietnam Automobile Manufacturers Association (VAMA), on June 13, 2014, the domestic automobile market had a very strong sales volume with over 12,000 units sold. (up 7% over the same period last year). In addition, VAMA forecasts the number of cars sold by importers in Vietnam will reach 125,000 units, an increase of about 14% compared to 2013. It can be seen that cars are almost considered the main means of transportation on all routes of the whole country. There will be demand, there will be demand for such high use of cars, so the business of repair services, car maintenance is more and more with a large scale to meet. meet the needs of customers in the best way. However, in recent decades, the company has focused on extending and promoting investment in repairing, maintaining more personal cars, cars, tourism, specialized vehicles in response of increasing demand of customers.

Based on the theory of marketing and marketing strategy development, it will assess the advantages, opportunities and constraints that exist in the automotive repair and maintenance business. To propose some practical and appropriate solutions in each step of the work, helping the company to perfect a complete marketing strategy to contribute to broad coverage of the company image to customers, satisfying the demand and winning the hearts of customers in the most effective way. Marketing strategy is the outline of how the business is distributing resources to achieve business goals. Regarding the automobile business, the report of the Economic Committee also mentioned the addition of automobile manufacturing, assembling and importing lines. Accordingly, this unit believes that there are still a number of different opinions on the addition of this industry into the list of conditional business lines. Specifically, the first type of opinion is that the development strategy of the automobile industry to 2025 with a vision to 2035 approved by the Prime Minister with the specific orientation is research set up articles Businesses necessary for imported cars; At the same time, to perfect and supplement the minimum technical standards for domestically-made automobiles in order to protect the interests of consumers in line with international practices.

Together with that ensuring consistency and stability of the policy system for at least 10 years, in line with the integration trend, to create trust for consumers and producers, investment activities. In addition, the production, assembly and distribution of cars in the country in the past time must meet many conditions as

prescribed by the Ministry of Industry and Trade on standards of automobile manufacturing and assembling enterprises. Circular No. 20/2011 / TT-BCT dated May 12, 2011 of the Ministry of Industry and Trade also regulates the import of cars of 9 seats or less. However, according to the regulation in Appendix 4 of the Law on Investment, Production, Import and Export of Automobiles is not on the list of business lines subject to conditional investment. The change in policies on production, assembly and trading of automobiles after the Investment Law took effect greatly influenced the implementation of the Strategy on development of the automobile industry in Vietnam, causing loss of confidence. For investors, certain impacts on the interests of consumers, especially the warranty, maintenance, traffic safety, environmental protection and health of the community. Therefore, the supplementation of the automobile manufacturing, assembly and import industries is necessary to develop the automobile industry according to the above-mentioned orientations, meeting the requirements of raising the quality of products, ensuring the interests of Consumers, environmental protection and safety, life, health of the community. The second type of comment is that the proposal should clarify the addition of business investment conditions to industries producing, assembling and importing automobiles derived from the interests of citizens or enterprises. State management and ensuring the equality and universality of the law.



Figure 1. The automotive maintenance service in Vietnam

At present, the production, assembly and import of means of transport such as motorcycles, motorbikes, locomotives, rail cars, electric trains and cable cars are not regulated as conditional business lines. The User security is ensured through periodic registry work. For automobiles, when putting them into use, they must also register periodically to ensure safety for users; At the same time, there should be strict regulations on the use duration of cargo trucks and passenger cars.

2. Marketing and PR issue

Marketing mix is one of the key concepts of modern marketing. "Marketing mix is a set of dynamically controlled elements of marketing that businesses use to try to build the desired response," says Philip Kotler. from the consumer market. For the service industry, marketing mix consists of the following elements: Product is subject

Refers here is the service, it is a process of operation including the invisible elements. Addressing the relationship between the supplier and the customer or its assets. Customer without change of ownership, from that we can see that The task must be associated with the activity that creates it. Service constituents are not tangible goods, they do not exist in kind.

The process of service activities in a sequence consists of many steps, different steps. Each type of service gives consumers a certain value that is tied to the benefits they receive. This value satisfies the expectations of consumers, closely related to the interests of the sword that motivated the purchase of services. The value of the service system is called the value chain, which brings total benefits to the consumer. The product of the service is divided into two basic types which are core services and support services (surround).

Core Service: The basic service, the primary service that the business provides to the market, it helps satisfy a certain kind of demand because it brings a specific value. The core service determines the nature of the service, which determines this type of service, not the other type of service, that is tied to the production system, service delivery, and service core. Core service characteristics can account for up to 70% of overall service costs, but impact on customer perceptions only about 30%.

Surrounding services are all support services that make the difference, giving customers a better sense of core service and helping them gain competitive advantage over their competitors. The more services a company has around it, the greater its customer benefit. It usually accounts for about 30% of the cost but up to 70% affect the customer's consumption decision. Most businesses offer a variety of services called mixed services. Decisions about service mixes are of strategic importance to the business. In order to remain competitive, businesses need to expand their service mix; on the other hand, when demand changes, services that are no longer useful are removed from the mix.

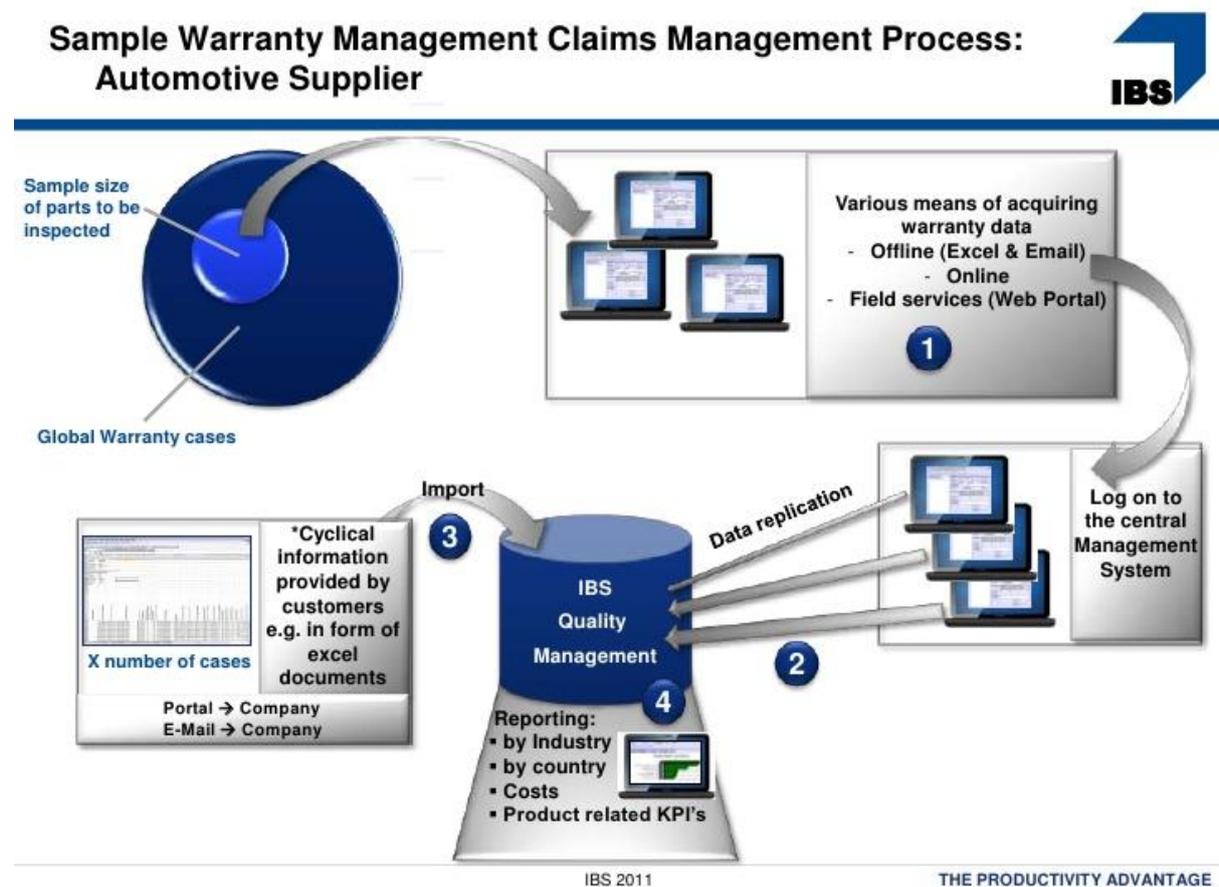


Figure 2. The model of warranty service for automobile [1]

In fact, the needs and desires of customers are changing over time and the market is a constantly evolving environment that constantly changes. Market insights 5, 10 years ago are clearly unreliable and dependable on which to make important business investment decisions and strategies at the moment. present or future. Market research plays an important role in helping managers to improve the probability of success in decision making, minimizing unnecessary errors in the implementation process. marketing programs. At present, companies have not built their own marketing department, so all marketing activities, including market research, are delegated to the customer service department with the task of just being Search and collect information about new customers, research the needs of familiar customers. While researching tastes or trends in consumer services of the current and anticipate future needs is sketchy, superficial, not in-depth study, thorough.

The company has not exploited its target market, its potential customers are few and have not expanded its customer relations network. The cause is also because market research is collecting information that is inaccurate, does not accurately reflect market situation, and is not based on sound information. Not close to reality, resulting in marketing activities will not be effective, waste of resources. On the other hand, for businesses before deciding to enter a market, implementing a promotional campaign or adjusting one of the promotion factors such as price increases, product change patterns, re positioning, they all do market research before building a detailed plan.

3. Service process

In order to provide professional car repair and maintenance services in the shortest possible time, to shorten the waiting time of customers, the company's maintenance and repair service procedures should be set up. Repeat and add more detailed and detailed steps to create a standardized, flexible process for the purpose of easy control and handling of incidents in each stage. It does not affect the entire process, bringing maximum productivity while creating customer satisfaction. The process is done through the following 10 specific steps:

Step 1: Confirm your contact information: Customers contact directly to the service station via hotline when there is a need and wish to have a specific meeting, the transaction staff will be responsible for confirming the information by phone or email about the number as well as the situation. Damage to repair and maintenance of the car to check that the company's current service has sufficient resources and time to be able to receive requests of customers or not to schedule appointments. Specifically.

Step 2: Schedule an appointment: After confirming customer information as well as arranging, arranging the full work, preparing well prepared, the transaction staff will contact the customer again to inform them in detail the guest time. Customers can use the service.

Step 3: Welcome customers

Customers come to the place of receiving the service, the staff of the service will go to the place to welcome. When customers get off the car, the technical staff will be responsible for receiving and bringing the customer's vehicle into the designated area and the dealer will guide customers to rest in the waiting room during the vehicle inspection.

Service advisors, supervisors and technical staff will go to the workshop to check the vehicle issues as provided by the customer and at the same time check the entire vehicle to prevent possible damage to the vehicle related to parties.

Step 4: Error correction and consulting for customers

Customer Service Advisory Committee needs to be checking and explaining the cause of the error.

Briefly describe the items that need to be repaired for the above errors and at the same time advise on repairing or replacing the related parts and accessories in order to prevent the risk of future damage.

Step 5: Quotations for customers

Specify, explain in detail the price of each item for customers.

Wait for the customer to approve the price then confirm the repair request of the customer. Step 6: Prepare equipment, machinery, spare parts

The manager receives orders and assigns them to the technical staff, divides the job for each person who prepares the necessary and accurate spare parts, starts up the machines and tools. repair before proceeding.

Step 7: Carry out the repair

Technical personnel begin to carry out repairs in accordance with the sequence of steps from the dismantling of the parts, repair, restoration to assembly and commissioning.

Step 8: Final inspection

Clean the car after the repair

The manager together with the customer directly checks the last car before the handover.

Step 9: Make a payment and transfer the vehicle to the customer

The transaction department confirms and re-quotes the customer and writes the invoice to the customer.

Display the form of payment for customers can choose

Step 10: Customer care

The customer care department will provide necessary and useful information to customers on the company's services such as introducing new services, incentive programs, periodic maintenance.

4. Conclusion

Car repair and maintenance service has become an essential service to meet the high demands of people's lives today. Increasingly, enterprises that are meeting this service make the competitiveness of enterprises more difficult. Car repair and maintenance services, while facing many constraints in marketing activities, have made the company's competitive edge weak but with clear, concrete directions and solid

milestones. In terms of marketing strategy, it is hoped that in the future, the company's services will be more complete, more developed and achieve business objectives set out more easily, contributing to build brand image. Services have a great influence on customers, enhance the competitive position in the market.

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