Analyse customer journeys on social networks: the case of online learning website tuyensinh247.com

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Abstract: Understanding customer journey is so important for all the enterprises, especially for the service sector such as education, medical or others. The main content of the current paper is to analyse the case of website tuyensinh247.com through aida/sra model and customer journey map of tuyensinh247.com with the qualitative research methodology by observing. And the application lessons are also mentioned in the final part of the paper.

Key words: customer journey, online learning, aida model, accsr model, aida/sra model.

INTRODUCTION

Education plays an important role in developing human resources and promoting economic growth in Vietnam. It not only provides necessary knowledge and skills for students but also contributes to forming a positive personality and lifestyle in the community. In the context of international integration and the continuous advancement of science and technology, education becomes more important to improve people's knowledge and strengthen the power of the nation.

However, inequality in education still exists. In regions with developed socio-economic conditions, students often have the opportunity to access modern facilities and highly qualified teachers. On the contrary, in the remote areas, where resources are limited, students may face difficulties such as lack of facilities and lack of qualified teachers. This not only affects the quality of education but also reduces the opportunities for students from underdeveloped regions to compete fairly in the educational environment.

With the goal of improving the quality of education in Vietnam, Tuyensinh247.com was born in 2013 as an online education platform. This website carries the mission of "Opening the door of knowledge, providing fair learning opportunities for students in all regions of the country, with the best teachers in Vietnam". After more than ten years of development, Tuyensinh247.com continuously strengthens its position and quality in the field of online training for students at levels 1, 2, and 3, trusted and studied by more than 1 million students.

The main content of the article will analyse the customer journey of the online learning website tuyensinh247.com to demonstrate the success factors of the training program at this facility.

1. Overview of Tuyensinh247.com

1.1. Introduction about Tuyensinh247.com

Tuyensinh247.com is a website owned by Thanh Phat Educational Technology Joint Stock Company, an online learning platform for pupils from elementary to high school. Pupils can access learning content through devices such as mobile phones, computers and tablets connected to the internet. The website provides video lectures, detailed study materials that accompany each lesson, as well as online tests after each lesson and feedback with solution guides.
With continuous development, Tuyensinh247.com has achieved many significant achievements, many pupils achieved the title of excellent student, valedictorian, and salutatorian at universities who have studied here (Hue, 2020). The number of website visitors is also increasing, proving the trust and reputation that the website has built in the user community. At the same time, continuous development in content and services has helped Tuyensinh247.com contribute positively to improving the quality of education and supporting the academic development of Vietnam’s future generations.

1.2. Target market and customers

Tuyensinh247.com's target market includes a variety of subjects with unique needs related to education and enrollment. Pupils from grades 1 to 12 (especially in the remote areas), this is an important part of the target market. Pupils are looking for information about universities, colleges and training programs, as well as test review materials and advice to prepare for high school graduation exams as well as college entrance exams. Students' parents also play an important role in the decision process. They need information and advice to support their children in choosing appropriate courses to prepare for their exams. Teachers may also be part of the target market, as they seek test preparation materials or curriculum resources to support their students' teaching.

1.3. Competitors

Direct competitors to Tuyensinh247.com, such as Hocmai.vn and Moon.vn, all have similar prices and target customers. Hocmai.vn is known for its team of reputable teachers and effective teaching methods, not only providing a wide range of online courses but also ensuring rich learning materials for students of all ages. On the other hand, Moon.vn focuses on providing quality learning materials and lectures, attracting pupils with its rich and updated knowledge base.

2. Describe the customer journey

2.1. The theoretical basis and customer journey map of Tuyensinh247.com

A customer journey map is more than just a simple diagram, but a complex system of touchpoints a customer may go through and every action they take to achieve their personal goals. It is a tool that helps businesses see through the weaknesses and strengths in the process of interacting with customers, thereby developing appropriate strategies to improve customer satisfaction and enhance business benefits (Duc, 2023). For each business, each type of product/service will have different customer journeys, but if combined, there will be a few most basic journeys.

The AIDARA model is a tool framework used to analyze and optimize the customer journey during interactions with businesses (Duc, 2023). AIDARA stands for the steps in this model:
- **Awareness**: discover and become aware of the business's products/services through communication channels.
- **Interest**: Customers begin to show interest and need for product/services after learning about them.
- **Desire**: Customers develop a desire and feel more interested in a product/service, often influenced by marketing and product information.
- **Action**: The customer performs the action of purchasing or using the business's services.
- **Retention**: Ensuring customers are satisfied and continue to maintain relationships with businesses through promotions, customer care services, and positive experiences.
- **Advocacy**: Customers become active advocates, sharing their positive experiences with others, helping to increase credibility and increase sales.

The **ACCSR model** focuses on understanding and interacting with customers through a series of different stages in the purchasing and service consuming process (Hieu, 2023). Here are the components of the model:

- **Awareness**: new customers know about the product/service, brand.
- **Consideration**: customers learn, compare and consider different types of products/services.
- **Conversion**: the customer decides to buy, try, and experience the product/service.
- **Service**: after purchasing, customers will be taken care through the customer care department.
- **Retention**: after purchasing or using the service, customers will continue to buy many more times in the future.

When combining the two models AIDARA with ACCSR, the result obtained is **AIDASRA**. Specific stages in this model include: A – Awareness; I – Interest; D – Desire; A – Action; S – Service; R – Retention and A – Advocacy.

**AIDASRA** can be considered the most detailed model and true to the customer journey concept. (Duc, 2023). Therefore, this article will use the AIDASRA model for analysis. In addition, the map is also supplemented with information about customer expectations and key departments. Based on this findings, we help provide solutions to help Tuyensinh247.com improve customer experience during the service journey.

![Customer journey map of Tuyensinh247.com](image)

**Figure 1: Customer journey map of Tuyensinh247.com**
2.2. Analyze the stages in Tuyensinh247.com’s Customer Journey Map

2.2.1. Awareness Stage

The awareness stage is not only the first step but also one of the most important stages in the customer journey. This is when customers begin to become aware of their learning needs and look for suitable solutions. For Tuyensinh247.com, this is a golden opportunity to create a strong and lasting impression in the minds of customers.

In the journey of seeking knowledge and self-improvement, customers often start with identifying personal learning needs. They expand their horizons through the use of popular online search engines such as Google, where they can find a variety of test preparation courses that suit their goals, or they can seek advice from trusted friends and relatives. During this search and evaluation process, Tuyensinh247.com has the opportunity to impress and attract customers’ attention through two key touch points:

- **Online advertising**: With the development of digital advertising technology, Tuyensinh247.com can take advantage of the power of platforms such as Google Ads, Facebook Ads, and YouTube Ads to develop advertising campaigns smart. These campaigns are designed to target parents/students potentially interested in improving their knowledge through test preparation courses.

- **Referrals from individuals**: A satisfied customer is not only a valuable source of information but also a source of inspiration for those around them. When they share positive experiences with Tuyensinh247.com, they not only introduce the service but also spread trust and credibility in the brand through online platforms such as social networks, forums, and evaluation site.

2.2.2. Stage of Enjoyment

After being aware of their learning needs and finding suitable solutions, potential students will enter the Enjoyment stage in their journey to conquer knowledge with Tuyensinh247.com. This stage plays an important role in arousing interest and creating a deep impression on students, thereby encouraging them to choose Tuyensinh247.com as their companion on their learning path. Tuyensinh247.com especially focuses on building an impressive and diverse online experience, helping potential students explore the world of knowledge in a lively and attractive way through two touch points: the Website and introductory videos.

Tuyensinh247.com’s website is designed to describe each course in detail, giving customers an overview and insight into what they will learn. Course descriptions not only cover the main content but also delve into how the class is organized, assessment methods, and opportunities to interact with teachers and classmates. This helps customers determine which course best reflects their learning goals and personal development.
To enhance the experience and help customers feel the learning atmosphere at Tuyensinh247.com, introductory videos are produced with high quality, clearly demonstrating the content and teaching methods. These videos not only introduce the courses but also show the teachers' dedication and passion for imparting knowledge. Customers can see the interaction between teachers and students in real learning situations, thereby creating a vivid and realistic image of the learning environment at Tuyensinh247.com.

The combination of a professional website and high-quality introductory video creates a strong impression, encouraging customers to continue their learning journey. This is a smart strategy, helping Tuyensinh247.com attract and retain customers effectively.

2.2.3. Desire Stage

This is the stage where customers begin to realize their problems and want to find solutions. This recognition acts as a stepping stone for the next journey, helping businesses capture and serve customer needs in the most accurate way.

During this phase, Tuyensinh247.com has carefully designed each step to not only satisfy but also develop customer interest in the courses offered, thereby creating a long-term relationship. First, customers start by contacting Tuyensinh247.com's consulting department.

Next, customers have the opportunity to participate in trial lessons. This is not only an opportunity for them to verify the quality of education that Tuyensinh247.com is proud to bring, but also an opportunity for them to interact directly with teachers and feel the unique teaching style.

Through these two touch points, Tuyensinh247.com not only affirms its reputation and quality of education, but also shows its commitment to accompanying students on their educational path. Each customer, after going through the Desire stage, will have enough information and trust to decide whether to continue registering for the official course or not. This is a solid foundation for a long-term and stable relationship between Tuyensinh247.com and its customers.
2.2.4. Action Stage

The Action phase in Tuyensinh247.com's customer journey is important one, because it is the stage when customers decide whether to make a purchase or use a service.

After thorough research, detailed advice and choosing a suitable course from Tuyensinh247.com's diverse catalog, customers will enter their personal information into the system. This is an important step to ensure that they can receive support and learning materials tailored to their individual needs. The registration process is completed quickly and securely through the online payment system. Soon, they will receive a registration confirmation email with detailed instructions to start learning with video lectures organized by topic. To evaluate their ability and learning progress, pupils can participate in practicing tests provided on the platform. In addition, diverse review materials help pupils consolidate their knowledge and best prepare for the important exams.

![Figure 3: Tuyensinh247.com’s learning mode interface](Source: Tuyensinh247.com)

2.2.5. Service Phase

The Service phase plays an important role, where students are supported and developed not only through lectures but also through interaction with teaching staff and the student community. Support in the course is provided from a team of teachers and teaching assistants, helping students master the necessary knowledge and skills.

Besides, Tuyensinh247.com's student community is a great environment for students to connect, share and learn from each other.

Overall, the Service phase is not just about providing knowledge but also about creating a diverse, interactive and supportive learning environment. Tuyensinh247.com is committed to accompanying students throughout the learning process, helping them develop knowledge and skills in a comprehensive and sustainable way.

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2.2.6. Retention stage

In the process of building long-term relationships with customers, Tuyensinh247.com has developed a customer retention strategy through providing post-course services and incentives. After completing the course, students are not only equipped with the necessary knowledge and skills, but also continue to receive support from a team of teachers and tutors in the form of career advice and questions, problems related to applying knowledge in practice. This not only gives students peace of mind knowing that they are not left behind after finishing the course, but also helps them continuously develop and adapt to the ever-changing labor market.

Incentives for old customers are a smart strategy to encourage them to come back and continue studying at Tuyensinh247.com. Discount programs, special offers, or membership point programs are not only financial benefits, but also an expression of gratitude to customers who have trusted and accompanied Tuyensinh247.com.

Overall, the Retention phase is not just about providing post-course services but also about creating an environment of continuous learning and development for learners.

2.2.7. Re-introduction stage

The final stage is re-introduction to other customers. When a customer has a good impression of a product or service, they can share their experience with friends, family and colleagues, thereby expanding the brand's influence. This creates a spillover effect, helping the brand reach a large number of potential customers without having to pay advertising costs.

Tuyensinh247.com has also implemented a referral program to expand the student network. When referring friends and relatives to register for the course, current customers will receive a special offer. This program not only helps Tuyensinh247.com attract new customers but also motivates students to participate more actively. Thanks to these touch points, Tuyensinh247.com has built a solid reputation and trust with customers.

3. Solutions to improve operational efficiency for Tuyensinh247.com

3.1. For the Marketing department

Marketing plays an undeniable role in guiding the customer journey from when they are just aware of a product or service to becoming active referrers. This department is involved in the key stages: Awareness, Enjoyment, Retention and Onboarding.

Marketing needs to create compelling messages that reflect the unique value of the product or service and use appropriate language to stimulate interest during the Awareness stage for customers.

In the Delight stage, sharing positive reviews from current customers is an important part of building trust and driving interest from potential customers, so it is necessary to increase the Promotional campaigns through KOC.
Customer retention is important. Marketing can achieve this by providing valuable and interesting content such as ebooks, webinars, and newsletters. At the same time, organizing gratitude programs and providing special incentives to loyal customers helps them to feel more cared for and appreciated.

Finally, in the Introduction phase, the Marketing department needs to provide introduction support tools such as advertising banners and landing pages for customers to easily share information.

3.2. For the Training department

The Training Department plays a key role in the customer journey at Tuyensinh247.com, not only attracting and nurturing pupils but also retaining them for long term. Engaging in four key stages: Delight, Desire, Action and Service, this department can enhance the experience at each stage as follows:

The enjoyment stage is an opportunity for Tuyensinh247.com's Training department should increase interaction and motivate students. By creating interesting interactive activities and encouraging participation, they can stimulate interest and enhance positivity in the learning process.

At the aspiration stage, the Training department should create diverse and engaging learning experiences. By using novel and interactive learning media, such as videos, online lectures, and hands-on activities, they can stimulate students' interest and desire to learn.

In the Action stage, the Training department should increase its work in providing immediate feedback and support to students. By ensuring that every student receives quick feedback and effective support for their learning, they can help students achieve their best learning outcomes.

Finally, at the Service stage, the Training department needs to increase interaction and support through communication channels, answer questions quickly and effectively, they can create a supportive learning environment and positive for students.

3.3. For the Technology department

Technology department is involved in two important stages of the customer journey: Delight and Action. They are the ones who design the look and feel of the website, making it easy for customers to register, study, take tests, and perform other tasks conveniently and easily.

In the Delight stage, they need to develop quality and engaging content to create an enjoyable and valuable experience for customers.

During the Action phase, Technology needs to continue optimizing the website to improve the user experience. This includes creating new tools and features to help customers interact and engage with the platform more easily and effectively. At the same time, improving website portability and compatibility is also a point of special concern to ensure that customers can experience the website anytime, anywhere.

CONCLUSION

After more than 10 years of continuous development, Tuyensinh247.com has proven its good position in the Vietnamese online education market by attracting more than 1 million students to study
on its platform. This achievement is not only a testament to the success of Tuyensinh247.com but also a clear expression of the dedication and quality of service they provide.

To achieve such impressive levels of success, building and optimizing the customer journey is undeniably important.

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