

Optimizing the Transaction with Customers Directions to Digital Transformation for Enterprises

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Abstract: The goods and service businesses are very concerned with customer information management and sales activities. Sales activities require high accuracy of information as well as good handling of sales operations. Data security requirements are essential for jobs in general and for online businesses in particular. Data must be protected so that only authorized personnel can review and edit.

The paper uses qualitative research methods, system design analysis methods. Thereby, the article aims to clarify the stages of doing business activities in enterprises on the basis of applying digital technology platforms.

The article shows how to build and deploy the B2B e-trading platform business model to connect customers with businesses. The article gives some solutions to support business operations of businesses. From there, helping the sales and business operations of the business to be effective, adapting to the context of digital transformation.

The results of the article will create a communication channel and connection between two groups of objects in the market: customers and businesses. From there, it helps businesses get more information from customers to propose appropriate solutions to care for them, in order to improve the operational efficiency of the business.

Keywords: Digital Transformation, Digital Economy, Digital Transformation in Businesses, Digital Businesses, Online Businesses, Online Businesses.

JEL code: M1, M3, J11, O32, F47

1. Introduction

An exchange is a special type of business in the electronics market. Market prices are regulated and subject to change. It depends on the time of transaction, customer requirements and the supply of goods by the business. On electronic exchanges, finding better deals or changing suppliers is easy. Therefore, it is very difficult for businesses to control customer loyalty. The e-business market has created a healthy playing field. There, small suppliers can compete with big companies. However, not all businesses want to compete equally. When participating in this playground, small suppliers can sell many products but that also means they have to face fierce competition in terms of price. As a result, net profits are often low and small suppliers are unlikely to survive.

Vazquez and Xu (2009) emphasized the importance of online business and the great effect it brings to businesses. These authors have affirmed that online payment is a fairly popular form in the current development context. Therefore, when implementing business strategies, businesses often base on customer buying behavior. Purchase methods are an important clue to a firm's marketing strategies (Rook, 1987).

2. Literature Review

In their studies, Kacer and Lee (2002), Dittmar et al (1995), Hulten and Vanyushym (2011) emphasize that doing business in retail stores in many countries around the world such as the USA, Canada, Germany, UK, and Switzerland play an important role in boosting sales in retail markets. The research results of Bellenger et al. (1978) show that the revenue from online shopping accounts for more than 60% of transactions in the market. With the explosion of the fourth industrial revolution, researchers have become very interested in online goods trading. Dholakia, 2000; Kim, 2005 clearly pointed out that factors of promotion and business form have a great influence on business operations of enterprises. Watchravesringkan and Shim (2003) also affirmed that the use of the Internet for shopping and payment is dominant in the market. Kim and Park (2005), Seock and Norton (2007), Chang et al (2009), Vazquez and Xu (2009) also clarify behavioral factors that have a major influence on the purchase of goods through online sales channels.

Researches have affirmed that when converting business from traditional to online, businesses often have to be carefully prepared. When moving to a modern business model, businesses need to build an e-commerce

trading floor. Typically, an e-commerce trading platform will include the following specific implementation steps:

- State 1: When customers need to buy goods, they will interact with their personal computer or phone or a tool. Next, customers need to fill in the payment information and contact address in the order (Order Form) at the Sales Website (also known as E-commerce Website). This information will be passed on to the business. Immediately, the enterprise will receive a request to buy goods or services from the customer. At that time, the enterprise will check the goods status and respond to necessary information for customers such as: items, delivery address, order number...
- Phase 2: Information of the business will be through intermediate data connection means to transmit to customers. After receiving the feedback from the business, the customer will check the information and click (click) the button "order", from the keyboard or mouse (mouse) of the computer. Next, they will send their requested information to the business.
- Stage 3 The enterprise receives and stores customer order information. At the same time, the enterprise will forward encrypted payment information (such as credit card number, due date, card holder ...) to the server of the card processing center on the Internet. The process of encrypting customer payment information ensures confidentiality and safety to prevent fraud in transactions.
- Stage 4 The credit card processing center receives the payment information, will decrypt and process the transaction behind the firewall (FireWall) and separate the Internet (off the Internet). This is to ensure absolute security for transactions, reformat transactions and forward payment information to the bank of the business (Acquirer) on a separate subscriber line (a separate data line).
- Stage 5 The enterprise's bank will send an electronic message requesting for payment (authorization request) to the customer's bank or credit card company (Issuer). This financial institution will respond to accept or decline the payment to a credit card processing center on the Internet.
- Stage 6 Credit card processing center on the Internet will continue to forward the above feedback to the business. Depending on the customer's request, the business will notify them of the status of the order has been fulfilled or not.

The whole time for making a transaction over the network from step 1 to step 6 is processed in about 15 - 20 seconds.

3. Method of Building Electronic Trading Floors Connecting Businesses with Customers

In order to build a customer support system on an electronic trading floor to ensure high accuracy and reality, the researcher needs to survey information about customer requirements accurately. Researchers need to simulate in detail the customer support process, build an archive of customer-related information. On the basis of the collected information, the researcher will build a functional hierarchy to handle transactions, build a database and design some important modules (payment, listing classifieds, search, information processing...).

Measures Businesses should take to take care of Customers Online: - Give Instructions about the Website

Customer care is not only aimed at after-sales customer relationships. Therefore, businesses need to provide potential customers with clear and transparent instructions on how to use the website to visit the booth. Show them how to add more items to their shopping cart, how to order and browse the business products. Then, show them how to proceed with the checkout and what to do during the checkout process. If your website does not offer a real product, show the customer how to use the service. Or if the business offers service demos, show customers how to use them and where to locate those services. Provide customers with a place to record system failures and other website problems or support issues. Provide customers with all the means and guide them so they can contact the business when needed. In addition, businesses often have interactions and answers to customers' questions on the electronic trading floor system. With new sites, web builders should anticipate the questions the business thinks customers will ask. After a few times, and when other questions are raised by customers via email or phone, they will be put on the FAQ page. If the number of questions is too large, consider creating a search engine for a client.

Create discussion forums to exchange and interact with customers. Discussion forums are a great customer care tool. Businesses with websites have systematically implemented this and have found these discussion forums useful for submitting business service announcements.

Use email support methods. When using email to support customers, businesses need to provide milestones for service, or the total time it takes for an email response to a customer. Businesses can provide customers with different email addresses, and instruct them how to send inquiries to the person in charge for assistance.

Using the telephone support method: If the business is relatively large in size and has quite a high revenue, customer should be supported by phone. Providing the customer with a support phone number will create reliability over the customer. Businesses should let their customers know that they will always be available to answer customer inquiries free of charge.

4. Methodology

The research method that the author uses is system design analysis. Authors build functional hierarchical charts to assist customers when making decisions on electronic trading floors.

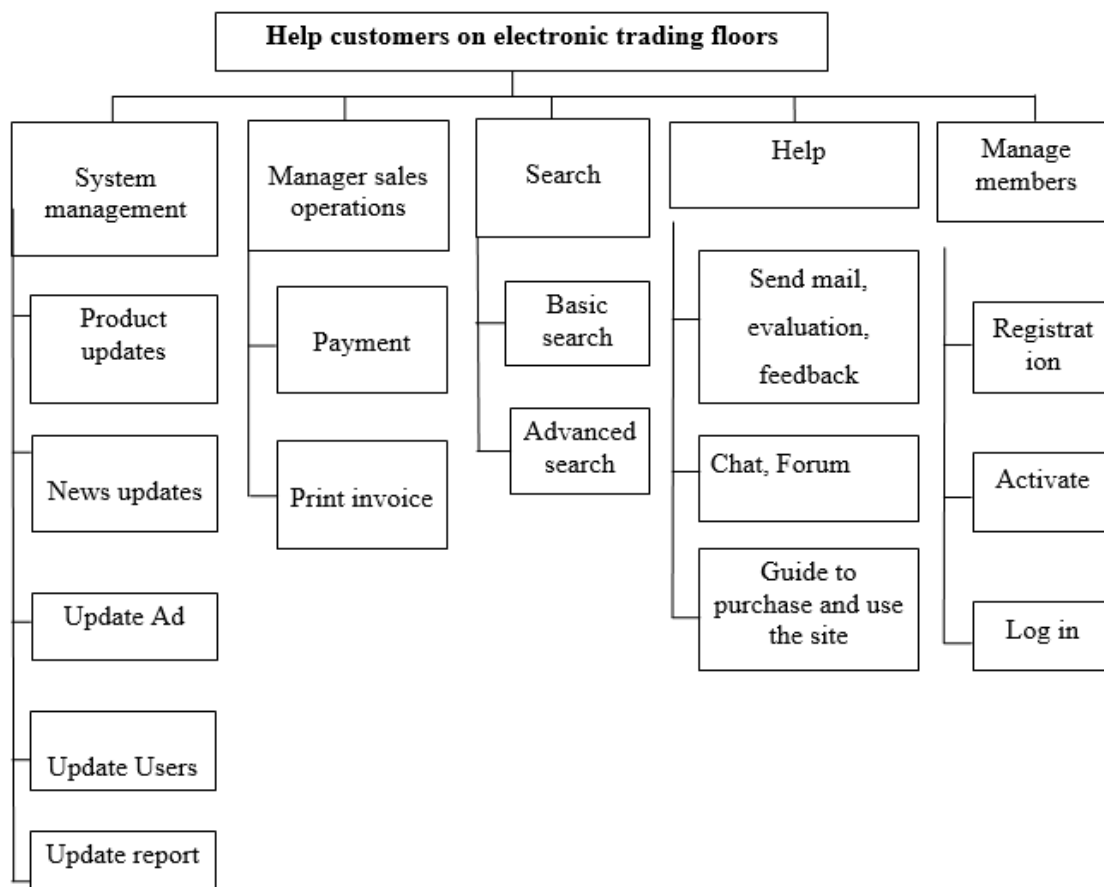


Figure 1. Functional hierarchy chart of the system connecting businesses with customers

Next, the author will design some important interfaces of the electronic transaction system through the website so that customers can perform interactions while visiting the booth. The author will build a database for the business management system of electronic trading floors. This trading floor must ensure the ability to process information, accurately, to store science, to be convenient and to be safe. The created trading system must support the maximum management of the business on the trading floor.

5. Discussion

The electronic trading platform system is designed to be a part of the exchange and plays a very important role. Therefore, the designer needs to collect data, learn the business, analyze data. The trading floor system is designed to meet the ability to output information and support sales quickly, accurately and conveniently. First, it is necessary to design space for the business. The trading floor is designed with basic functions, fully demonstrating the business activities of the enterprise. Including information of exchanging goods, displaying products about goods and services, displaying promotion and discount policies of the business. In addition, the

exchange also shows the information exchange of customers and businesses through forums and displays the function of contacting customers when they have trading needs.

The second is the design of space for customers. Trading system intended for customers must display information related to customers. This is the main interface of the system displaying products, news, product categories and some other information. To become the main member of the system, customers must register as a member. At that time, customers fill out the form and then click on register the member's password, which is encrypted securely with md5 and sha1. If the customer registers successfully, the system will send the customer a notice to the email address registered by the customer. At that time, customers click on the link to activate their account and log in to the system. After logging in, the system members can contact the members directly in the system by adding friends to the contact list, and when their friends are online they will talk to each other directly.

After registering as a member, customers will have their own booth. At that time, customers can post products, post news, and manage information in their own booth. If you are a new member, customers have not understood the functions of the system, have difficulty registering, logging in, making payment ... At that time, customers can see the instructions in the help function and follow the instructions. to use requests when joining an exchange. To buy products, customers select the products they want to buy and then click on "cart". After that, customers can choose to buy other goods. When customers finish selecting products and goods, they can proceed with the payment. Then, on the shopping cart, customers have chosen to buy, information about products and goods will automatically update the price, total amount to be paid. In addition, the trading floor will be designed to add a search function for customers to have more options for goods. In addition, the system administrator will have full control over the management of activities on this exchange. They can add, edit, delete, display, disable product display, classifieds, news, search...

6. Conclusion

The appearance of the digital trend in many fields, economic sectors, from commerce and payment has opened up great opportunities for businesses. Digital economy has been identified as an important development engine to bring businesses forward and thrive in the digital transformation context. To develop digital businesses in Vietnam, it is necessary to synchronously deploy some of the following solutions: Regulatory agency Management agencies need to promulgate tax incentives for software sectors, high-tech parks, and software parks. To adopt policies to encourage enterprises to invest, develop and trade in new technologies, and build an innovation ecosystem. The State needs to invest in upgrading the digital infrastructure as well as modern digital technology solutions to deploy smart-connected digital applications, accelerate non-cash payment applications, and make the Government more efficient. electronics... ensuring safety, network security. On the side of the business community in order for digital transformation to be successful, businesses need to have a correct awareness of digital economy development. From there, businesses must actively prepare to seize opportunities, as well as ensure international competitiveness in the global digital economy. Enterprises need to boost investment in technology infrastructure and human resource training when participating in the digital economy. In particular, businesses need to quickly develop 5G mobile internet services, invest in expanding high-speed fiber optic networks and increase international internet bandwidth. Enterprises need to focus their capital on developing digital content products, digital media, and digital advertising. In addition, businesses need to develop creative industries, actively bring new technology platforms into deployment and apply to business operations to increase business efficiency.

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