MINISTRY OF INDUSTRY AND TRADE
COLLEGE OF COMMERCE
DEPARTMENT OF ENGLISH

INTERNSHIP REPORT

USING ENGLISH IN FRONT OFFICE OPERATIONS AT MM MEGA MARKET DA NANG

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LIST OF TABLE

No.	Title	Page
Table 1	Business Areas of MM Mega Market Da Nang	2
Table 2	Procedures for Handling Customer Complaints	13
Table 3	Summary of Front Office Tasks Performed During Internship	18

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CĐTM

LIST OF FIGURES

No.	Title	Page
Figure 1	MM Mega Market Da Nang – Company Logo	1
Figure 2	Organizational Structure of Customer Service & Front Desk Department	3
Figure 3	Membership Card	9

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LIST OF ABBREVIATIONS

Abbreviation	Full Form
MMVN	Mega Market Vietnam
CS	Customer Service
FO	Front Office
POS	Point of Sale

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TABLE OF CONTENTS

ACKNOWLEDGEMENTi
LIST OF TABLEi
LIST OF FIGURESii
LIST OF ABBREVIATIONSiii
TABLE OF CONTENTSiv
CHAPTER I: OVERVIEW OF MM MEGA MARKET DA NANG1
1.1. Overview of MM Mega Market Da Nang1
1.1.1. General Information1
1.1.2. History and Development of MM Mega Market Vietnam1
1.1.3. Business Operations and Results of Operations1
1.1.4. Field of Activities of the Company2
1.1.5. Organizational Structure of MM Mega Market Da Nang2
1.1.5.1. Organizational Chart of the Branch3
1.1.5.2. Functional Role of Each Position and Department3
1.2. Internship's Objectives3
1.2.1. Using English to Welcome and Guide Customers3
1.2.2. Using English to Communicate with Domestic and Foreign Customers4
1.2.3. Using English to Provide Information and Support Other Departments4
1.2.4. Using English to Handle Unexpected Situations and Customer Feedback4
CHAPTER II: USING ENGLISH RECEPTION TASKS AND CUSTOMER SERVICE AT MM MEGA MARKET DA NANG5
2.1. Using English in Reception Activities5
2.1.1. Using English to Welcome and Assist Customers5
2.1.1.1. Sentence Patterns and Structure When Welcoming Customers5
2.1.1.2. Practicing Polite and Professional Welcoming Manners6
2.1.2. Using English to Answer Inquiries and Provide Information6
2.1.2.1. Giving Directions and Basic Store Information6
2.1.2.2. Explaining Store Policies and Promotions in English7
2.1.3. Using English to Communicate Through Phone and Email7
2.1.3.1. Receiving and Transferring Phone Calls8
2.1.3.2. Responding to Customer Requests and Booking Information8
2.1.4. Using English to Introduce MM Membership Services9
2.1.4.1. Explaining Membership Benefits and Card Registration.....9
2.1.4.2. Assisting Customers in Completing Registration Forms10
Sample Registration Form Content:11

CDTM
CDTM
CDTM

2.2. Using English to Handle Customer-Related Issues11

2.2.1. Using English to Solve Service-Related Problems12

2.2.1.1. Responding to Complaints About Goods, Receipts, or Payments12

2.2.1.2. Providing Solutions Politely and Effectively13

2.2.2. Using English to Coordinate with Other Departments14

2.2.2.1. Contacting Sales or Delivery Teams to Confirm Information14

2.2.2.2. Reporting Problems and Following Up on Customer Cases14

Sample dialogue:15

2.3. Evaluation of Work at MM Mega Market Da Nang15

2.3.1. Results Achieved15

2.3.2. Limitations and Reasons16

CHAPTER III: EXPERIENCE IN CUSTOMER COMMUNICATION AND SERVICE AT MM MEGA MARKET DA NANG17

3.1. Similarities and Differences Between Theory and Practice17

3.1.1. Similarities17

3.1.1.1. Performance Process17

3.1.1.2. Conditions and Requirements When Performing Tasks17

3.1.1.3. Results Obtained17

3.1.2. Differences18

3.1.2.1. Performance Process18

3.1.2.2. Conditions and Requirements When Performing Tasks18

3.1.2.3. Results Obtained18

3.2. Individual Experience Acquired Through Internship18

3.2.1. Knowledge18

3.2.2. Soft Skills19

3.2.3. Attitude19

3.3. Proposals and Recommendations to the College When Organizing Teaching19

3.3.1. Suggestions for Improving English Training Programs20

3.3.2. Recommendations for Internship Organization20

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CHAPTER I: OVERVIEW OF MM MEGA MARKET DA NANG

1.1. Overview of MM Mega Market Da Nang

1.1.1. General Information

MM Mega Market Da Nang is one of the major wholesale and retail centers belonging to MM Mega Market Vietnam. The branch is located in Da Nang city, which is considered an important economic and tourism hub of Central Vietnam. Thanks to its favorable geographical position, MM Mega Market Da Nang plays a significant role in supplying goods and services not only to local residents but also to hotels, restaurants, resorts, and business customers in the region.

MM Mega Market Da Nang operates under the model of a modern wholesale supermarket, providing a wide range of products such as food, beverages, fresh agricultural products, household goods, office supplies, and professional equipment for business customers. The supermarket is designed with a spacious layout, clear product classification, and professional customer service standards, creating convenience and comfort for customers during shopping.

Figure 1: MM Mega Market Da Nang - Company Logo

1.1.2. History and Development of MM Mega Market Vietnam

MM Mega Market Vietnam was formerly known as Metro Cash & Carry Vietnam. The company officially entered the Vietnamese market in 2002 and quickly became one of the pioneers in the wholesale retail sector. In 2016, Metro Cash & Carry Vietnam was acquired by TCC Group from Thailand and was officially rebranded as MM Mega Market Vietnam.

Since the transformation, MM Mega Market Vietnam has continuously expanded its scale, improved service quality, and invested in modern infrastructure. The company focuses on developing a sustainable supply chain, supporting Vietnamese agricultural products, and enhancing customer experience. MM Mega Market Da Nang was established as part of this development strategy to meet the increasing demand of both individual and professional customers in Central Vietnam.

1.1.3. Business Operations and Results of Operations

MM Mega Market Da Nang operates with a clear orientation toward efficiency, professionalism, and customer satisfaction. The branch serves two main customer

groups: individual customers and business customers such as restaurants, hotels, catering services, and small retailers.

The business results of MM Mega Market Da Nang have been relatively stable and positive, especially during peak seasons such as holidays and tourism high seasons. The supermarket maintains strong cooperation with suppliers and ensures stable product quality and reasonable prices. In addition, promotional programs and membership benefits have contributed significantly to increasing customer loyalty and sales performance.



Table 1: Business Areas of MM Mega Market

1.1.4. Field of Activities of the Company

The main fields of activity of MM Mega Market Da Nang include:

- Wholesale and retail of food and non-food products
- Distribution of fresh agricultural and seafood products
- Supply of goods and equipment for hotels, restaurants, and catering services
- Customer support and membership services
- Logistics and delivery services

Through these activities, MM Mega Market Da Nang not only meets daily consumption needs but also supports business customers in maintaining stable operations.

1.1.5. Organizational Structure of MM Mega Market Da Nang

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1.1.5.1. Organizational Chart of the Branch

MM Mega Market Da Nang has a clear and professional organizational structure. At the top is the Branch Director, who is responsible for overall management and strategic decisions. Under the Director are several departments such as Sales, Customer Service, Human Resources, Accounting and Finance, Logistics, and Operations.

Each department has a manager who supervises daily activities and reports directly to the Branch Director. This structure helps ensure smooth coordination between departments and effective problem-solving.

1.1.5.2. Functional Role of Each Position and Department

Each department at MM Mega Market Da Nang plays a specific role. The Sales Department focuses on product management and sales performance. The Customer Service Department is responsible for reception, customer support, membership registration, and complaint handling. The Logistics Department manages inventory, delivery, and supply chain activities. The Human Resources Department handles recruitment, training, and employee welfare, while the Accounting Department manages financial operations.

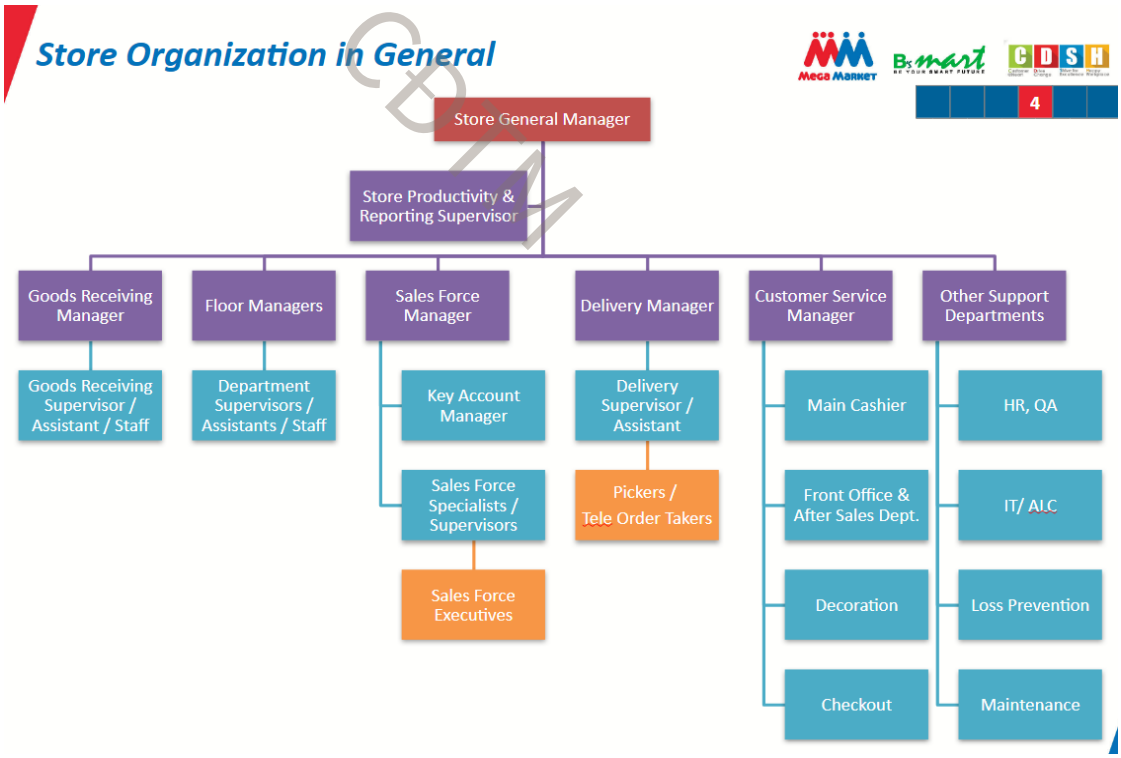
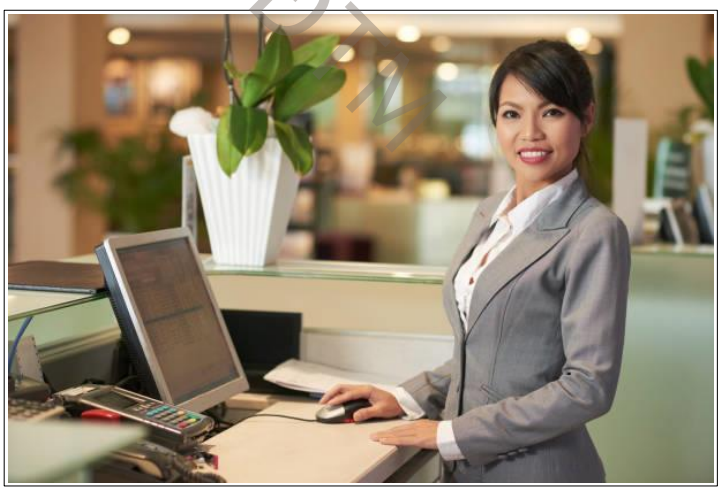


Figure 2: Organizational Structure of Customer Service & Front Desk Department

1.2. Internship's Objectives

1.2.1. Using English to Welcome and Guide Customers

One of the main objectives of the internship was to practice using English to welcome and guide customers professionally. This included greeting customers, offering assistance, and providing basic directions inside the supermarket.



1.2.2. Using English to Communicate with Domestic and Foreign Customers

The internship provided opportunities to communicate in English with both domestic and international customers. This helped improve speaking fluency, pronunciation, and confidence in real working situations.

1.2.3. Using English to Provide Information and Support Other Departments

Another objective was to use English to provide accurate information about products, promotions, and services, as well as to support other departments when dealing with foreign customers.

1.2.4. Using English to Handle Unexpected Situations and Customer Feedback

Handling complaints, misunderstandings, or unexpected situations in English was also an important objective. This helped develop problem-solving skills and professional communication.

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CHAPTER II: USING ENGLISH RECEPTION TASKS AND CUSTOMER SERVICE AT MM MEGA MARKET DA NANG

2.1. Using English in Reception Activities

Reception activities play an important role in creating the first impression of MM Mega Market Da Nang. During the internship, English was frequently used in reception tasks, especially when dealing with foreign customers or business partners. These activities required not only language accuracy but also polite manners, professional attitude, and flexibility in communication.

2.1.1. Using English to Welcome and Assist Customers

Welcoming customers is the first and most basic task of the reception position. At MM Mega Market Da Nang, reception staff are expected to greet customers warmly and offer assistance as soon as they enter the supermarket, especially foreign customers who may need additional support.

2.1.1.1. Sentence Patterns and Structure When Welcoming Customers

During the internship at MM Mega Market Da Nang, a variety of English sentence patterns were used when welcoming and assisting customers, depending on the situation and the customer's needs. Basic greeting sentences were commonly applied at the beginning of the interaction to create a friendly and professional first impression. Typical examples included:

- *"Good morning/afternoon. Welcome to MM Mega Market."*
- *"Hello, how may I assist you today?"*
- *"Is this your first time visiting our store?"*

These sentence patterns are simple yet effective, helping customers feel comfortable and welcomed when entering the store.

When providing assistance, polite and formal request structures were frequently used to maintain professionalism and show respect. Common expressions included:

- *"Could you please…"*,
- *"May I help you with…"*
- And especially the structure **"Would you like + to-infinitive"**, which was widely used in customer service situations. For example:
- *"Would you like to check out at this counter?"*
- *"Would you like me to help you find this product?"*
- *"Would you like to pay by cash or card?"*

This structure is considered polite and customer-friendly, making it suitable for both local and foreign customers.

In addition, reception staff needed to adjust their language level based on the customer's English proficiency. For customers with limited English skills, shorter and

clearer sentences were used to ensure smooth communication. Instead of complex explanations, staff focused on key information and spoke slowly with clear pronunciation.

Sample Dialogue:

> **Staff:** Welcome to MM Mega Market. How may I assist you today?
>
> **Customer:** Hello. I'm looking for some local products.
>
> **Staff:** Certainly. Would you like me to show you our local food section?
>
> **Customer:** Yes, please. That would be great.
>
> **Staff:** This way, please. If you need any further assistance, feel free to let me know

2.1.1.2. Practicing Polite and Professional Welcoming Manners

Besides verbal communication, non-verbal communication was also emphasized. During the internship, I learned that smiling, maintaining appropriate eye contact, standing in a proper posture, and using friendly gestures were essential elements of professional reception.

Polite tone and calm attitude were especially important when dealing with busy periods or customers who appeared confused or in a hurry. Even when customers did not respond actively, reception staff were required to remain courteous and attentive, showing the professional image of MM Mega Market Da Nang.

2.1.2. Using English to Answer Inquiries and Provide Information

Providing information accurately and clearly is one of the core responsibilities of reception staff. At MM Mega Market Da Nang, customers often ask questions related to product locations, store layout, services, and promotional programs.

2.1.2.1. Giving Directions and Basic Store Information

English was commonly used to guide customers to different areas of the store, such as the fresh food section, cashier counters, customer service desk, and membership registration area. To ensure clarity, staff used simple and direct sentence structures when giving directions. Typical expressions included:

- *"The fresh food section is located at the back of the store."*
- *"You can find household products on the second aisle, on your left."*
- *"The cashier counters are near the main exit."*

In practice, staff frequently used **step-by-step direction sentences** to help customers navigate the store more easily. For example:

- *"Go straight ahead and you will see the fresh food section on your right."*
- *"Turn left at the end of the aisle, and the customer service desk will be in front of you."*
- *"The membership registration area is next to the customer service desk."*
- *"The cashier counters are opposite the main entrance."*

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- *"You will see the cashier counters near the exit."*

When giving directions, it was important to speak slowly, use simple vocabulary, and repeat key information if necessary. Staff also combined verbal instructions with gestures or pointing to ensure customers could easily follow the directions, especially those who were unfamiliar with the store layout.

2.1.2.2. Explaining Store Policies and Promotions in English

Reception staff were also responsible for explaining store policies, such as return and exchange procedures, payment methods, and opening hours. In addition, customers frequently asked about ongoing promotions, discounts, or special offers for members.

To explain store policies clearly and professionally, staff often used **standardized sentence structures** to ensure accuracy and avoid misunderstandings. For example:

- *"According to our return policy, items can be returned within seven days with a valid receipt."*
- *"Please note that discounted items are not eligible for return."*
- *"The store is open from 6:00 a.m. to 10:00 p.m. every day."*
- *"We are currently offering a 10% discount for MM members."*
- *"This promotion applies to selected products only."*

During the internship, I learned to use **structured explanations**, beginning with general information and then adding specific details if customers asked further questions. For instance, when explaining the return policy, staff clearly stated the conditions, time limits, and required documents to ensure customers fully understood the policy and avoided confusion

2.1.3. Using English to Communicate Through Phone and Email

Communication through phone calls and emails is an important part of customer service at MM Mega Market Da Nang, especially for business customers and foreign clients.



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2.1.3.1. Receiving and Transferring Phone Calls

When receiving phone calls, reception staff were required to follow a standard procedure, including greeting the caller, identifying the department, and offering assistance. Typical expressions included:

- *"Thank you for calling MM Mega Market Da Nang. How may I help you?"*
- *"May I ask who is calling, please?"*
- *"Which department would you like to speak to?"*
- *"Could you please hold for a moment while I transfer your call?"*
- *"I will connect you to the relevant department shortly."*
- *"May I take a message and ask them to call you back?"*
- *"Could you please leave your contact number?"*

If the request was related to another department, the call needed to be transferred politely. This required clear listening skills and accurate message delivery to ensure that customers were connected to the correct department without delay.

2.1.3.2. Responding to Customer Requests and Booking Information

Emails played an important role in responding to customer requests related to product availability, delivery services, membership registration, and booking information for bulk orders. Compared to face-to-face communication, email communication required a higher level of formality, accuracy, and clarity to ensure that customers clearly understood the information provided.

During the internship, I learned how to write professional emails with a clear structure, including an appropriate subject line, a polite opening, a well-organized body, and a professional closing. Reception staff were required to respond promptly, use formal language, and avoid informal expressions in order to maintain the company's professional image.

When replying to customer inquiries, staff usually began with general information and then provided more specific details depending on the customer's request. Extra explanations were often included to avoid misunderstandings, especially in cases involving delivery conditions, booking procedures, or membership benefits

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Sample email:

Subject: Inquiry Regarding Bulk Order and Delivery Service

Dear Mr. Smith,

Thank you for contacting MM Mega Market Da Nang. We are pleased to receive your inquiry regarding bulk orders and delivery services.

Regarding your request, we would like to inform you that bulk orders can be arranged with prior notice. Please note that delivery service is available within Da Nang city, and delivery fees may apply depending on the order value and location.

If you require further information about product availability or membership registration, please feel free to let us know. We would be happy to assist you.

Thank you for your interest in MM Mega Market Da Nang. We look forward to serving you.

Kind regards,
Reception Team
MM Mega Market Da Nang

The following phrases and sentence patterns were commonly used in professional email communication:

- **Opening phrases:**

"Thank you for contacting…"

"We are pleased to receive your inquiry regarding…"

- **Responding to requests:**

"Regarding your request, we would like to inform you that…"

"Please note that…"

- **Offering further assistance:**

"If you require further information, please feel free to let us know."

"We would be happy to assist you."

- **Closing phrases:**

"Thank you for your interest in…"

"We look forward to serving you."

"Kind regards."

These expressions helped ensure professionalism, clarity, and politeness when responding to customer requests via email.

2.1.4. Using English to Introduce MM Membership Services

Membership services are one of the key features of MM Mega Market Da Nang, especially for business customers.

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2.1.4.1. Explaining Membership Benefits and Card Registration

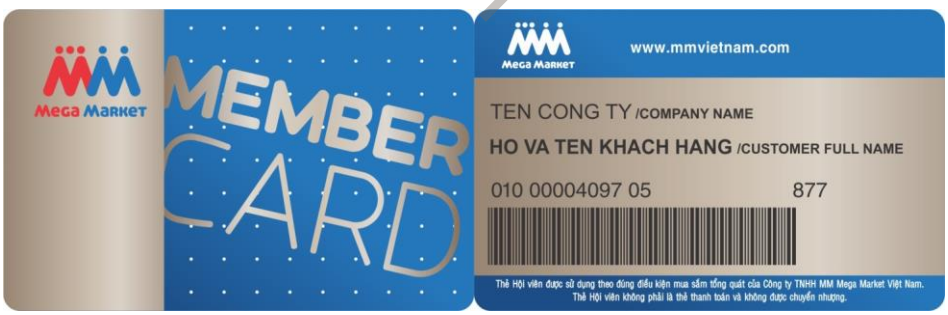


Figure 3: Membership Card

When introducing the membership program, reception staff used English to explain the benefits printed on the membership card and related documents. Common terms appearing on the card or membership information included **"Member ID," "Member Name," "Valid from," "Expiry Date," "Membership Benefits,"** and **"Loyalty Points."** These terms were explained clearly to help customers understand how the membership works.

To explain membership benefits, staff used specific and practical sentence patterns, for example:

- *"With this membership card, you can receive special discounts on selected products."*
- *"As a member, you are eligible for promotional offers and exclusive deals."*
- *"You can earn loyalty points every time you make a purchase."*

When explaining the registration process, staff guided customers step by step using simple and direct sentences rather than technical terms. Commonly used expressions included:

- *"To register for the membership card, you only need to fill out this form."*
- *"Please provide your identification and contact information."*
- *"The card will be activated within one working day."*

To ensure customer understanding, staff often checked comprehension by using polite confirmation questions such as:

- *"Is everything clear so far?"*
- *"Would you like me to explain the benefits again?"*

Using these practical sentence patterns helped customers clearly understand both the benefits of membership and the registration procedure, especially for foreign customers who were unfamiliar with the system.

2.1.4.2. Assisting Customers in Completing Registration Forms

Assisting customers in completing registration forms required patience and

attention to detail, especially when customers were unfamiliar with the registration process. Reception staff needed to explain each section of the form clearly and answer questions related to personal or business information to ensure accuracy.

Sample Registration Form Content:

A typical membership registration form included the following sections and terms:
• **Full Name** • **Date of Birth** • **Nationality** • **Identification Number / Passport Number** • **Phone Number** • **Email Address** • **Home Address / Business Address** • **Company Name** (for business customers) • **Type of Membership** • **Signature** • **Date of Registration**

These terms were explained in simple English so that customers could complete the form correctly.

To assist customers while filling out the form, reception staff frequently used clear and polite sentence patterns, such as:

- *"Please write your full name as shown on your identification."*
- *"You can enter your passport number in this section."*
- *"This field is for your contact information, such as phone number and email address."*
- *"If you are registering as a business customer, please fill in the company name here."*
- *"Please check your information carefully before signing."*

When customers had questions or needed clarification, staff used supportive and reassuring expressions, for example:

- *"Let me explain this part for you."*
- *"You can leave this section blank if it does not apply."*
- *"Please let me know if you need any help while completing the form."*

Assisting customers with registration forms not only helped ensure accurate data collection but also improved customer satisfaction and strengthened customer-oriented service skills during the internship.

2.2. Using English to Handle Customer-Related Issues

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Handling customer-related issues is a challenging but important part of customer service. During the internship, English was used to communicate with customers in various problem-solving situations.

2.2.1. Using English to Solve Service-Related Problems

2.2.1.1. Responding to Complaints About Goods, Receipts, or Payments

Customers sometimes complained about product quality, incorrect receipts, or payment issues. In such cases, reception staff needed to listen carefully, show empathy, and apologize sincerely. Common expressions included:

- *"We are very sorry for the inconvenience."*
- *"Thank you for bringing this issue to our attention."*
- *"We sincerely apologize for this issue."*
- *"Let me check this information for you right away."*
- *"We will do our best to resolve this problem as quickly as possible."*
- *"May I take a look at your receipt, please?"*
- *"Thank you for your patience and understanding."*

1. **Complaints about product quality**

Customers often used expressions such as:

- *"This product is expired."*
- *"The quality of this item is not acceptable."*
- *"This product is damaged."*

Reception staff responded with supportive sentences, for example:

- *"I'm sorry about that. Let me check the product for you."*

"We can arrange a return or exchange for this item."

2. **Complaints about incorrect receipts**

Typical customer expressions included:

- *"I think there is a mistake on my receipt."*
- *"I was charged for an item I didn't buy."*

Staff commonly replied:

- *"Let me review your receipt carefully."*
- *"We will correct the receipt if there is any error."*

3. **Complaints about payment issues**

Customers often complained using sentences such as:

- *"My card was charged twice."*
- *"The payment did not go through, but the amount was deducted."*

Reception staff handled these cases by saying:

- *"Please don't worry. We will check the transaction with the cashier."*

- *"Our supervisor will assist you with this payment issue."*

Using appropriate sentence patterns for different types of complaints helped reception staff handle situations professionally, reduce customer dissatisfaction, and maintain a positive image of MM Mega Market Da Nang.

2.2.1.2. Providing Solutions Politely and Effectively

After identifying the problem, reception staff were required to propose suitable solutions such as exchanging products, refunding payments, or contacting relevant departments. Clear explanations and polite language were essential to maintain customer trust and satisfaction.

To introduce solutions in a professional manner, staff frequently used **polite and solution-oriented sentence patterns**, especially modal verbs and indirect suggestions. Commonly used expressions included:

- *"We can offer you an exchange for this product."*
- *"We would like to arrange a refund for you."*
- *"According to our policy, this item is eligible for exchange."*
- *"May I suggest exchanging this item for a new one?"*
- *"One possible solution is to refund the payment to your card."*



Table 2: Procedures for Handling Customer Complaints

1. **Offering product exchange**

Staff often used expressions such as:

- *"We can exchange this product for a new one."*
- *"Would you like to replace this item with another product?"*

2. **Offering refunds**

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When proposing refunds, common sentence patterns included:

- *"We can process a refund for you within three working days."*
- *"The refund will be returned to your original payment method."*

3. **Referring the issue to another department**

In cases beyond their authority, staff used polite referral expressions such as:

- *"I will contact the relevant department to assist you."*
- *"Our supervisor will handle this issue and get back to you shortly."*

Using these structured and polite sentence patterns allowed reception staff to provide solutions clearly, reduce customer dissatisfaction, and ensure effective problem resolution.

2.2.2. Using English to Coordinate with Other Departments

2.2.2.1. Contacting Sales or Delivery Teams to Confirm Information

English communication was used internally to contact the Sales or Delivery departments in order to confirm product availability, order status, or delivery schedules for foreign customers. This coordination required clear message delivery and accurate information sharing to avoid delays or misunderstandings.

When contacting internal departments, reception staff commonly used the following sentence patterns:

- *"Could you please confirm the availability of this product for a foreign customer?"*
- *"I would like to check the status of an order placed by an overseas customer."*
- *"Can you confirm the expected delivery date for this order?"*
- *"The customer would like to know whether delivery is available on this date."*
- *"Please let me know if there are any changes to the delivery schedule."*

In urgent cases, staff also used clear follow-up expressions such as:

- *"This request is time-sensitive, so I would appreciate your prompt response."*
- *"Kindly update me as soon as the information is confirmed."*

Using these clear and polite internal communication patterns helped ensure smooth coordination between departments and timely responses to foreign customers.

2.2.2.2. Reporting Problems and Following Up on Customer Cases

After handling customer issues, reception staff needed to report problems to the relevant departments and follow up on unresolved cases. This process ensured that customer requests were handled efficiently, consistently, and professionally.

To report problems and provide updates, staff frequently used **clear and structured English expressions** to describe the issue, the current status, and the required follow-up actions.

- *"I would like to report an issue regarding…"*

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- *"There is a customer complaint related to…"*
- *"The issue has not been resolved yet."*
- *"We are currently waiting for confirmation from…"*
- *"Please follow up on this case and provide an update."*
- *"The customer has requested a response as soon as possible."*

Sample dialogue:

Reception Staff: I would like to report an issue regarding a delayed delivery for a foreign customer.
Delivery Team: Could you provide the order number, please?
Reception Staff: Yes, the order number is 45821. The customer has not received the order yet.
Delivery Team: We are currently checking the delivery status.
Reception Staff: Thank you. Please follow up on this case and let me know once it is confirmed. The customer is waiting for an update.

The following sentence patterns were used in the dialogue above:

- *"I would like to report an issue regarding…"*
- *"Could you provide the order number, please?"*
- *"The customer has not received…"*
- *"We are currently checking…"*
- *"Please follow up on this case and let me know…"*

Using these reporting and follow-up expressions helped reception staff track unresolved cases effectively and ensured timely communication between departments, leading to improved customer satisfaction.

2.3. Evaluation of Work at MM Mega Market Da Nang

2.3.1. Results Achieved

Through the internship at MM Mega Market Da Nang, I achieved several positive outcomes in both professional skills and personal development. First of all, my English communication skills were significantly improved, particularly in real customer service situations. I became more confident in using English to welcome customers, answer inquiries, provide basic information, and support foreign customers at the reception desk. Compared to the beginning of the internship, I was able to communicate more naturally and respond more quickly in daily interactions.

In addition, the internship provided me with valuable practical experience in reception tasks and customer service operations. I learned how to perform reception duties in a professional working environment, such as receiving customers, handling phone calls, coordinating with other departments, and assisting customers with

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various requests. These tasks helped me develop problem-solving skills and understand the importance of accuracy, politeness, and efficiency in customer service.

2.3.2. Limitations and Reasons

Despite the positive results achieved during the internship, there were still some limitations that need to be acknowledged. One of the main limitations was my limited vocabulary in specialized fields related to retail, wholesale distribution, and customer service. In some situations, I found it difficult to fully explain technical terms, product information, or specific procedures to customers in English, especially when dealing with more detailed or professional inquiries.

Another limitation was my lack of experience in handling complex customer complaints. While I was able to deal with simple issues under supervision, more complicated cases required support from senior staff. This sometimes affected my confidence and ability to respond independently in challenging situations.

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CHAPTER III: EXPERIENCE IN CUSTOMER COMMUNICATION AND SERVICE AT MM MEGA MARKET DA NANG

3.1. Similarities and Differences Between Theory and Practice

During the internship at MM Mega Market Da Nang, I had opportunities to compare theoretical knowledge learned at college with practical work in a real business environment. This comparison helped me better understand how academic theories are applied in customer service and English communication, as well as recognize the gaps between theory and actual practice.

3.1.1. Similarities

3.1.1.1. Performance Process

One of the most noticeable similarities between theory and practice was the performance process in customer service activities. According to theoretical lessons, customer service follows a clear process including greeting customers, identifying their needs, providing appropriate assistance, handling problems, and closing the interaction politely.

In practice at MM Mega Market Da Nang, this process was applied consistently in daily work. Reception staff were required to welcome customers first, listen carefully to their requests, and then provide suitable information or support. When a problem occurred, staff needed to explain the situation, propose solutions, and ensure that customers were satisfied before ending the conversation. This similarity shows that theoretical customer service models are practical and applicable in real business operations.

3.1.1.2. Conditions and Requirements When Performing Tasks

Another similarity was related to the conditions and requirements when performing customer service tasks. Both theory and practice emphasize professional appearance, polite language, positive attitude, and customer-oriented thinking. At MM Mega Market Da Nang, reception staff were required to wear uniforms properly, maintain a friendly attitude, and communicate politely in English, which matched the requirements taught at college.

In addition, theoretical lessons often stress the importance of accuracy and responsibility in providing information. This requirement was clearly reflected in practice, as incorrect information could cause customer dissatisfaction or operational problems.

3.1.1.3. Results Obtained

In terms of results, both theory and practice aim at achieving customer satisfaction, building a positive brand image, and maintaining long-term customer relationships. During the internship, successful communication and effective problem-solving often

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resulted in customer appreciation and positive feedback, which reflected the theoretical goal of high-quality customer service.

3.1.2. Differences

3.1.2.1. Performance Process

Despite many similarities, there were also differences between theory and practice, especially in the performance process. In theory, service processes are often presented in a clear and ideal sequence. However, in real situations at MM Mega Market Da Nang, customer interactions were sometimes unpredictable and required flexibility.

For example, customers might ask multiple questions at the same time or change their requests suddenly. In such cases, staff needed to adjust their communication style and prioritize tasks rather than strictly following the theoretical sequence.

3.1.2.2. Conditions and Requirements When Performing Tasks

The conditions in practice were often more challenging than those described in theory. In real working environments, staff had to deal with time pressure, high customer volume, noise, and occasional misunderstandings. Using English in such conditions required quick thinking, confidence, and adaptability, which were not fully emphasized in classroom learning.

Moreover, customers' English proficiency varied significantly, making communication more complex than expected from theoretical scenarios.

3.1.2.3. Results Obtained

In theory, results are often assumed to be positive if procedures are followed correctly. However, in practice, even when staff performed tasks properly, customer satisfaction was not always guaranteed. Some customers remained dissatisfied due to factors beyond staff control, such as product availability or company policies. This difference helped me realize that real customer service requires emotional intelligence and patience in addition to technical skills.

3.2. Individual Experience Acquired Through Internship

The internship at MM Mega Market Da Nang provided valuable personal and professional experience. Through daily tasks and real interactions with customers, I developed various competencies that cannot be fully gained from theoretical study alone.

3.2.1. Knowledge

During the internship, I gained practical knowledge about customer service operations, retail management, and the use of English in a business environment. I learned how a large retail company operates, how departments coordinate with each other, and how customer service policies are applied in reality.

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In addition, I improved my understanding of professional English usage, including formal expressions, polite sentence structures, and service-related vocabulary. This knowledge enhanced my ability to communicate effectively with foreign customers.

3.2.2. Soft Skills

The internship significantly improved my soft skills. Communication skills were developed through daily interactions with customers and colleagues. Problem-solving skills were enhanced when handling complaints or unexpected situations.

Moreover, I learned how to manage time, work under pressure, and cooperate with team members. These soft skills are essential for future career development and were strengthened through real work experience.

3.2.3. Attitude

One of the most important lessons from the internship was the development of professional attitude. I learned to be responsible, punctual, and proactive in assigned tasks. Respect for customers and colleagues was always emphasized.

The internship also helped me develop patience and adaptability, especially when dealing with difficult customers or stressful situations. This positive attitude will be valuable in my future career.

No	Main tasks	Description
1	Customer Reception	Welcome customers and provide basic guidance and information.
2	Customer Support	Answer customer inquiries about services, layout, and promotions.
3	Telephone Handling	Receive and transfer phone calls; take messages when needed.
4	Information Management	Record and update customer and internal information.
5	Administrative Support	Assist with basic office tasks and document handling.
6	Front Desk Management	Keep the reception area clean, organized, and professional.
7	Internal Support	Support internal activities and promotional events when required.

Table 3 : Summary of Front Office Tasks Performed During Internship

3.3. Proposals and Recommendations to the College When Organizing Teaching

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Based on my internship experience, I would like to propose some recommendations to the college to improve teaching and internship organization.

3.3.1. Suggestions for Improving English Training Programs

The college should focus more on practical English communication, especially in customer service and business contexts. More role-play activities, real-life scenarios, and interaction-based learning methods should be included to help students gain confidence in speaking English.

In addition, teaching specialized vocabulary related to retail, hospitality, and customer service would better prepare students for internships.

3.3.2. Recommendations for Internship Organization

The college should strengthen cooperation with enterprises like MM Mega Market to provide students with more practical internship opportunities. Clear internship objectives and closer supervision would help students gain more valuable experience.

Furthermore, providing orientation sessions before internships would help students adapt more quickly to real working environments.

Đà Nẵng, ngày 23 tháng 12 năm 2025

Sinh viên

Trịnh Thị Minh Thư

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