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A Brief Analysis of Logistics Customer Service Management

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Abstract: The quality of customer service determines the survival and development of logistics enterprises. In the highly competitive e-commerce field, it is necessary to continuously improve the customer service management level of logistics enterprises, and the application of big data can optimize customer service management of logistics enterprises in e-commerce. This paper analyzes the reasons for the low customer service satisfaction with domestic logistics enterprises in China, and then puts forward how to optimize customer service management of logistics enterprises in e-commerce based on big data in order to effectively promote the service quality of logistics enterprises. This study is contributing to the body of knowledge by developing a comprehensive framework to solve various e-logistics problems. Hence, the current study is helpful for e-logistics companies to mitigate e-logistic customer satisfaction problems.

Keywords: Big data, logistics enterprises, customer service management, optimization measures

1. Introduction

In order to make the research more specific and in-depth, this paper chooses e-commerce logistics customer service management as the research object. Influenced by the omnipresence of big data, the logistics industry has moved towards the road of data development, and many logistics companies have introduced various big data technologies and management to improve the operation and management level of logistics enterprises [1]. As an integral part of the management system of logistics enterprises, customer service management is also applied to various big data technologies, so it is very necessary and important to optimize customer service management of logistics enterprises based on big data. Among the three major e-commerce platforms in China, only JD has its own logistics, the other two basically using third-party logistics. Whether it is self-operated logistics or third-party logistics, major e-commerce platforms must pay great attention to ensure that

their logistics service quality can gain more consumer recognition and support. This is also one of the keys to China’s logistics companies' breakthrough development [2].

2. Data and Methods

There are usually four ways to obtain information from a questionnaire survey [3]: direct observation, the interview method, the communication method, and the network survey method. The survey object of this article is the customer population of online shopping. In order to save time, effort, and efficiency, we decided to adopt the fourth method – an online survey to obtain the required survey information. We chose an online questionnaire software to collect the questionnaire information of the respondents at a fixed time. This software is called "questionnaire star". It has the ability to collect data and perform statistical analysis. Considering the convenience of information access and the representativeness of the questionnaire, this paper conducts a sample survey on customer service satisfaction with e-commerce logistics platforms from residents of four provinces and cities who were willing to participate. A total of 270 respondents were included in the study. In addition, this paper also uses the literature research method to provide a theoretical and practical basis for this paper.

3. Customer Service Management Problems of Logistics Enterprises in E-commerce Under Big Data

3.1 Lack of Construction of Customer Relationship Management System

With the increasingly fierce market competition, a large part of the competition between logistics enterprises is reflected in the level and quality of service. Service has become a magic weapon for logistics enterprises to gain a competitive advantage. However, most enterprises in the market fail to establish such a typical data development application system as customer relationship management with high quality. The statistics of marketing, service, and data with customers are not well controlled. Although some enterprises have accumulated certain customer information, they lack effective management of customers and their information by using advanced scientific management methods. It is easy for enterprises to lose the opportunity for development and is not conducive to grasping market opportunities [4].

3.2 Lack of Strategic Positioning and Long-term Planning

Some e-commerce logistics enterprises are oriented to information flow and logistics activities to obtain profits, and do not consider customer needs and other factors, resulting in long-term planning and strategic positioning inconsistent with reality. Second, most e-commerce platforms rely too much on software operations and always ignore long-term strategic planning [5]. The survey shows

that 32% of the customers choose the lack of long-term planning as the reason for low logistics customer service satisfaction (Figure 1).

3.3 Failure to Meet Customers' Diversified Needs

Many e-commerce logistics enterprises do not realize the importance of customer relationship management and customer service management. In the process of customer service, they simply interact with the customer and do not analyze customer needs from multiple perspectives, resulting in a decline in customer satisfaction with services [6]. For example, this paper randomly investigated the logistics customer service satisfaction with seven major domestic logistics companies, which basically divided the logistics market share of major e-commerce platforms. The number of survey samples is 270, as shown by the survey. The average score of customer satisfaction with logistics customer service is 68.4 points (the full score is 100 points). The proportion of customers who choose the lack of value-added logistics services and the inability to meet customers' diversified needs as reasons for dissatisfaction exceeds 73%. The results show that the difficulty in meeting customers' diversified needs is an important reason for logistics customer service satisfaction. As shown in Table 1, the survey results show that: Customer satisfaction (very satisfied plus satisfied) of these six indicators (sending and receiving express delivery, logistics speed, information service satisfaction, personnel service satisfaction, claim settlement guarantee, logistics charges) are between 51.48% and 72.96%. Satisfaction with claim settlement guarantee is lowest, whereas personnel service satisfaction is highest. However, none of the indicators have reached an 80% or even higher satisfaction level, indicating that logistics enterprises still have a long way to go in meeting the diversified needs of customers.

Table 1 Customer Satisfaction with E-commerce Logistics Services. Source: authors

Project/Satisfaction（%）	Very satisfied	Satisfied	common	Dissatisfied	Very dissatisfied
Satisfaction with sending and receiving express delivery	20.37	46.67	32.22	0.74	0
Satisfaction with logistics speed	18.89	42.96	37.41	0.74	0
Information service satisfaction	22.59	40.37	34.44	1.85	0.74
Personnel service satisfaction	21.11	51.85	25.56	1.48	0
Satisfaction with claim settlement guarantee	18.52	32.96	43.7	3.7	1.11

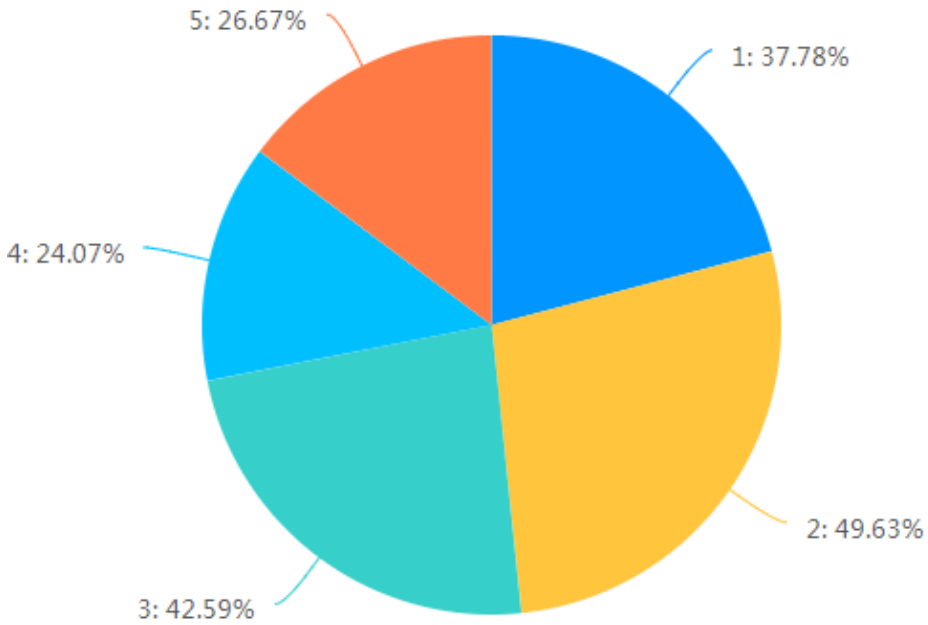


Fig. 1 Proportion of reasons for dissatisfaction with logistics customer service. Source: authors

Legend: 1. The company lacks strategic positioning and long-term planning. 2. The company fails to meet the diversified needs of customers. 3. The basic logistics service is not perfect. 4. The value-added logistics service is lacking. 5. Other reasons

4. Measures and Methods of Optimizing Customer Service Management of Logistics Enterprises Based on Big Data

4.1 Optimizing Basic Logistics Services

First of all, promoting speed of delivery and information updates are critical. Big data technology can be used to collect data on various types of transport equipment, and then collate and analyze data, combined with the actual selection of transport equipment for e-commerce logistics enterprises. At the same time, it is necessary to build a logistics information platform with big data to facilitate individuals or enterprises to carry out various freight transactions and query transportation data through the platform. GPS can also be installed on freight vehicles to obtain accurate logistics information and improve customer satisfaction [7]. Second, warehousing services need to be optimized. With the help of big data, a 'virtual inventory' database can be developed, and the inventory information of goods can be updated at any time so that customers can intuitively understand the inventory situation, turnover state, and ongoing state of goods. Finally, the innovation of distribution service needs to be optimized. The distribution database is constructed by using big data technology. The database has customer data, vehicle data, road condition data, commodity data, and so on. The distribution information management system is constructed so that customers can quickly query the number, location, time, and other information of distribution through the system [8].

4.2 Optimizing Value-added Logistics Services

First the supply chain integration logistics service mode needs to be optimized. Combined with big data, the logistics service system of business supply, customer purchase, logistics distribution, and platform supervision is constructed, so that businesses, customers, and physical platforms can understand the specific logistics situation through the system [9]. Secondly, logistics cost analysis and control services need to be optimized. The cost management information system of cost statistics, accounting, and analysis can be constructed by big data [10]. The system can analyze the cost according to the data of commodity price, market price, and customer expectation price, and find out and solve the problem of customer logistics cost expenditure [11]. Data integration of big data can provide a technical basis and decision-making reference for further optimizing the logistics speed, information tracking, claim guarantee, cost reduction and other value-added service indicators in logistics customer service.

4.3 Create a Logistics Enterprise Culture of "Customer Service First"

The key to the service competition of logistics companies is not the number of service items and products, because it is easy to imitate, but the service culture. Outstanding service managers will take the trouble to explain their service concepts and provide services to customers in person at the front line. This will enable senior executives to contact the problems encountered by customers, experience the hard work of front-line employees, and show the importance of customer service to all employees. This is necessary because only a participative leader can truly make employees realize the essence of the "culture", and employees can have the greatest input. In addition, establishing a customer-oriented organization is also an important part. This organizational structure should convey such a clear message to employees: the responsibility of front-line employees is to satisfy customers; The responsibility of managers is to support employees and make them serve customers in a better way. In this way, front-line employees should be fully authorized, because those who really understand customers are front-line employees who face them directly [12-16].

4.4 Establish a Targeted Evaluation System for Logistics Service Level

It is necessary to establish a complete evaluation system for the logistics service level provided by the enterprise. The implementation of logistics services should be evaluated regularly according to the changes in the market situation, competitors' situation, customers' needs, commodity characteristics, and others to check whether there are claims, mismatches, late matches, accidents, damages, and others, and to know whether the current service level reaches the specified standards so as to make corresponding improvements [17-20].

5. Conclusion

With the method of empirical research, through literature research and questionnaires, this paper reveals that the main reasons why major logistics companies in China are not satisfied with e-commerce logistics customer service are that the basic and value-added services are not perfect and that there is a lack of systematic and effective customer management. As a result, it proposes to improve logistics customer service management based on improving services by cultivating advanced corporate culture and creating logistics service evaluation systems in order to improve customer service satisfaction. This is very important for improving the competitiveness and profitability of logistics enterprises (especially e-commerce logistics), and it is also conducive to improving the logistics customer service level of the entire industry.

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