

Thinking And Innovation Of Enterprise After Sale Service Under The Background Of E-Commerce

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Abstract: With the progress of society and the rapid progress and development of science and technology, in today's society, the world's political, economic and social pattern has once again undergone tremendous changes, thus deriving and developing a new e-commerce network development model, Many e-commerce network platforms enable people to enjoy the pleasure of shopping without leaving home. The e-commerce mode produced by this network era is more and more well known. However, the after-sales service of enterprises in this e-commerce mode lags far behind the development of other services of the same era. Therefore, this paper studies how to make enterprises better after-sales service and change the poor service environment under the background of e-commerce mode, mainly from the perspective of enterprise after-sales service to think about how to promote enterprises to carry out better after-sales service under the background of e-commerce, consider the current shortcomings, and innovate the new mode of after-sales service. Through the analysis, this paper mainly studies the after-sales service thinking and innovation mode, which provides new ideas for the enterprise after-sales service thinking and innovation mode under the background of traditional e-commerce development.

1. Introduction

Behind the destruction of some traditional enterprises by e-commerce is the challenge and innovation of emerging economy [1-3] to traditional economy. E-commerce network not only changes people's lifestyle, but also affects the traditional business structure and trade mode. Promote enterprises to explore new marketing mode [4-6]. Under the background of good economic development trend, enterprises can combine traditional business with e-commerce, open up new markets, expand new businesses and find new ways out. This paper will elaborate how the former offline enterprises innovate marketing mode under the background of e-commerce network.

In a broad sense, e-commerce is to exchange and share relevant business information through scientific and technological computer network, so as to establish business relations among employees, relevant cooperative organizations and customers, and ensure the rapid and stable exchange of information between business relations. In a narrow sense, e-commerce network is to use some network information system tools to carry out a kind of global business invitation. In fact, it makes the business invitation illusory and information-based, so that consumers can master the global business information and achieve the ideal effect of consumption. With the development of e-commerce, the traditional business model has been impacted unprecedentedly. It not only impacts the commodity business itself, but also greatly affects the economic development and profit promotion of traditional markets such as tourism, import and export trade. It can be said that the impact of e-commerce on the traditional market is extremely obvious and should not be underestimated. Therefore, it is also sure to have a profound impact on the management of new modern business methods.

This paper studies the thinking and innovation of enterprise after-sales service [7-8] under the background of e-commerce network. Through the research, it is learned that in today's world economic structure, e-commerce, a new business model, is more and more popular among the

public. The new business model of e-commerce is really generous, which facilitates thousands of households and connects users and businesses more closely. However, this online [9-10] business model makes some services obviously different from those under the traditional business model. The after-sales service of enterprises in the background of e-commerce cannot match the development of today, so it is necessary to innovate the after-sales service of enterprises under the background of e-commerce.

2. Innovation of Enterprise Marketing Mode under the Background of E-commerce

2.1 Adjust the Development Strategy of E-commerce

E-commerce can help enterprises carry out network propaganda within the scope of their value, help enterprises obtain as much profit as possible, and realize the maximum profit transformation of commodity value. Therefore, it is necessary to adopt a development model suitable for the actual situation of enterprises, so that enterprises can achieve maximum benefits in the process of e-commerce transactions, forming a unique competitive advantage. In the market competition, enterprises, to promote enterprises to maintain their development of e-commerce wave, and even have the opportunity to seek a new industrial status. The adjustment of e-commerce development strategy not only requires enterprises to adjust the allocation of internal resources, the proportion of capital investment, the comprehensive quality of enterprise staff, and the introduction of professional talents, but also requires enterprises to adhere to the strategic adjustment and optimize the purpose of customer service, and develop a broader market. In order to achieve more effective capital investment, enterprises should scientifically plan activities, promote online and offline, especially online platform publicity, to ensure the healthy development of e-commerce. In order to ensure the security and stability of e-commerce trading platform, it is necessary to set up a special security organization to conduct security tests and drills on the platform regularly to ensure the security of commodity trading information and the privacy of both parties.

2.2 Improve after Sales Feedback Channel

Improving the after-sales feedback channel is of great significance to the innovation of enterprise marketing mode. We should not only pay attention to the pre-sale and after-sale service, but also pay attention to the mode of post-sale and pre-sale marketing. This is an important component to ensure the healthy development of enterprises, and also an important method to establish a responsible and responsible image of enterprises. It can be said that good after-sales service feedback channels and good after-sales service acceptance attitude play an important role in the development of enterprises. Therefore, the focus of enterprise marketing mode innovation should also be on the construction of after-sales feedback channels.

3. Experimental Correlation Analysis

3.1 Experimental Background

More and more enterprises begin to have their own official websites and realize network marketing through various new ways. For example, the use of the current more common micro blog marketing, post bar, forum, soft text propaganda and other ways to attract consumer groups. However, a large number of e-commerce after-sales services are not perfect, so it is necessary to improve the after-sales service to promote the further development of e-commerce.

3.2 Experimental Design

Network marketing is the general trend. It will bring new changes to group management. In order to achieve sound development of e-commerce network business, the first thing is to save costs, promote competition and enhance economic benefits. In particular, most of the benefits of e-commerce to economic development will eventually be transferred to consumers. E-commerce sales has a long-term revolutionary impact, but also has an increasingly important impact on the

composition of consumption structure, market structure, product structure and industrial structure, which is of great significance to the healthy and sustainable development of the national economy. In order to further grasp the original ideas and methods of various sources of after-sales service innovation, this paper investigates and analyzes the leading role of the formation of enterprise after-sales service innovation ideas. The specific statistical results are shown in Table 1.

Table 1. Experimental Results

What plays a leading role in the formation of enterprise service innovation thought	Selected percentage
Customers and consumers	0.30
middle managers	0.16
Enterprise grass roots staff	0.10
Top management	0.25
Full time R & D personnel	0.09
Higher research institutes	0.04
External experts and scholars	0.06

4. Discussion

4.1 Investigate and Analyze the Original Information Acquisition Mode of Enterprise after-sales Service Innovation Thinking

The survey shows that middle and senior managers are the core group of enterprise innovation. Their innovative consciousness, innovative thinking, innovative ideas, innovative spirit and the sensitivity to market demand information directly determine the actual innovation ability of enterprises. First of all, top managers directly control the innovation resources of enterprises. They have the ability to mobilize resources to support enterprise innovation. The quality of internal innovation atmosphere and the existence of innovation culture are directly related to the attitude of top managers to innovation. Second, the middle-level managers are the bridge and link between the high-level and the low-level. On the one hand, it is necessary to pay close attention to the changes of market demand at any time, master market information, and timely report to the superior for instructions; on the other hand, it is necessary to actively implement the innovation intention and policy of the senior management of the enterprise, coordinate the relationship between various departments, and support the innovation activities of enterprises.

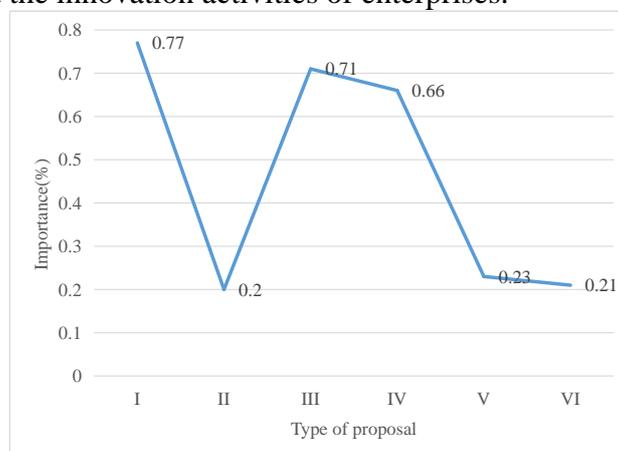


Figure 1. Questionnaire Survey On The Importance Of Original Information Acquisition Mode Of Enterprise After Sales Service Innovation Thinking

Figure 1 shows the results of the questionnaire survey on the importance of the original information acquisition methods of enterprise after-sales service innovation thinking. In the figure, I represents observing the consumer market, II represents studying competitors, III represents analyzing customers' complaints and suggestions, IV represents collecting employees' suggestions, V represents adopting suppliers' suggestions, and VI refers to listening to experts' opinions. As can be seen from Figure 1, more than 60% of the respondents believe that more valuable original information of after-sales service innovation can be obtained or collected by observing consumption scenarios, analyzing customer complaints and complaints, studying competitors, and collecting employee suggestions, so as to stimulate innovative thinking and generate good new service ideas. This further proves that consumer opinion is the initial idea of enterprise after-sales service innovation and is an important source. However, the opinions of low-level consumers are the driving force of after-sales service innovation. How to improve these opinions and improve the after-sales service system, we still need to rely on other information collection channels. For example, collect employee suggestions, adopt suppliers' suggestions, listen to experts' suggestions, study competitors and so on. These are not only the source of original service innovation ideas, but also the evaluation criteria for the implementation of innovation ideas.

There are many kinds of information sources and ways to obtain information in the original innovation of enterprise after-sales service innovation. In order to stimulate the original power of enterprise after-sales service innovation and improve the ability of after-sales service innovation, it is necessary to make full use of various channels, excavate various information sources, and obtain as much information as possible about after-sales service innovation. From the discovery of innovation sources, the generation of new service concepts to the completion of service innovation, it is generally necessary to follow a certain process. Most of the enterprises surveyed generally reflected that it is not difficult to obtain innovative sources, and a certain number of new service concepts can be collected every year.

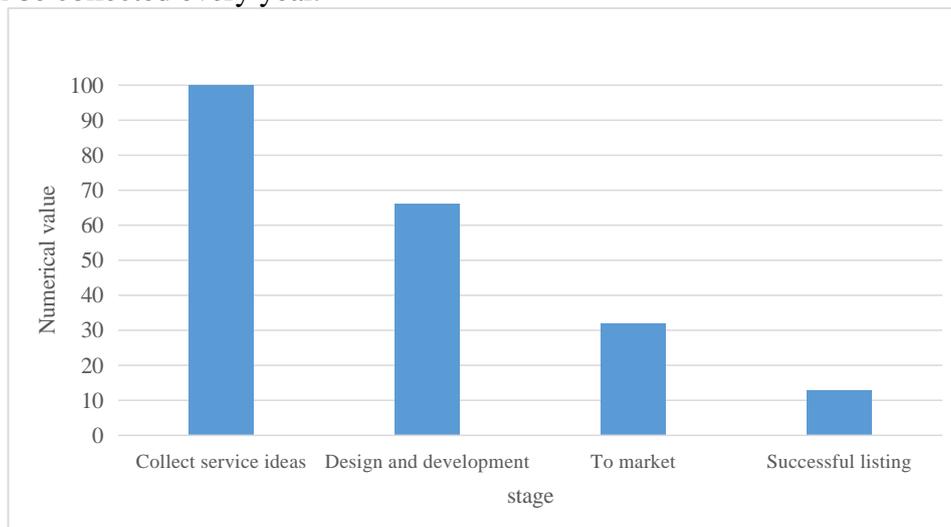


Figure 2. Percentage Chart Of 100 New Service Concepts Designed, Developed And Successfully Launched

A strict plan is half of the success. Whether an enterprise can successfully carry out service innovation, develop new service products and successfully occupy the market is closely related to whether the enterprise has a set of strict innovation process or innovation plan. In order to further understand the status and role of innovation process in enterprise after-sales service innovation, this paper investigates 100 new after-sales innovation welfare concepts, and investigates the proportion of their design and development, which have been successfully listed in the market. The survey results are shown in Figure 2. The data shown in Figure 2 shows that in the process of design and development, mobile phone after-sales service ideas will be selected and valuable ones will be selected. In the process of marketing, facing the market test, a number of ideas will be eliminated, and only 13 of them can be successfully applied. Therefore, the establishment of a set of relatively

standardized service innovation process and conscientious implementation of innovation and innovation process are more conducive to the success of enterprise service innovation.

4.2 Target Options for the Enterprise Itself

Enterprises should formulate effective strategies according to their own actual situation. We should not blindly compete with competitors of the same quality. We should clearly see the strengths and weaknesses of our competitors. This is the so-called "know yourself and know your enemy, and you will be invincible in a hundred battles."

The Internet has become the main way and way of direct trade between individuals, enterprises and EU countries. Because Chinese enterprises cannot directly participate in the international economic division without access to the Internet, it is difficult to effectively attract foreign investment, and will be mercilessly eliminated by the trend of network economy in China and the world. Although the per capita income level of Chinese enterprises is still very low, we have basically achieved the research, experiment, exploration and application in the process of carrying out the network marketing. In the market research and development, the research and application of network marketing is still in the initial stage. However, in this information age of scientific and technological progress and rapid development, the Internet is undoubtedly an important means and opportunity to explore and absorb the experience and knowledge accumulated and summarized in the practice of human economic and social development, learn advanced technology and standardized management methods, change the economic development status of backward developing countries and reduce the gap with developed countries. In today's China, information internet technology and mobile Internet real economy have brought such a good opportunity for our development, and we can't miss it regretfully.

In the era of e-commerce network, the refinement of enterprise sales channels is an extremely important marketing feature. At the same time, the distribution channel of enterprises is no longer limited to ontology, but more inclined to the combination of virtual and reality, or completely virtual. In all aspects of enterprise distribution channels, all parties cooperate with each other to maximize their own interests. Therefore, each subject belongs to the cooperative and competitive relationship, which is a cooperative relationship of mutual support and win-win. For enterprises, the market under e-commerce mode is no longer specific and single, but abstract, all-weather, and a global unity. Only by creating a diversified distribution mode, taking direct distribution as the core, constantly exploring business opportunities, improving distribution efficiency, systematically and flexibly standardizing the marketing management of enterprises, strengthening the reaction speed of enterprises and better coping with the fast changing modern market, is also an important key victory for enterprises.

Conclusions

This paper mainly introduces the new mode of thinking and innovation of enterprise after-sales service under the background of e-commerce. Combining with the new context of world economic development, this paper makes a questionnaire survey on the personnel of some large-scale after-sales service enterprises. In the new development strategy of enterprise service innovation thinking, through the detailed career development survey of the target enterprise personnel, the new development ideas and context needed by the enterprise in the after-sales service innovation are defined, the new development ideas of enterprise after-sales service under the background of e-commerce are seriously considered, and the necessary development side of enterprise survival in the new world economic system is analyzed To be more flexible in the face of the ever-changing world economic market is an essential quality for an enterprise.

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