

The Express Corporate Timeliness Control and Optimization Strategy

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Abstract—In the 1980s, the speed to run industry to enter China, China Express enterprises increased rapidly expanding business scope. But in the course of the rapid development of a number of courier companies, small scale of operation of enterprises Express business qualification, the poor level of service problems and contradictions restricted speed run industry development in China. So many Express companies are increasingly concerned about how to integrate existing business and enhance their management quality, and gradually formed the formation of industry standards, and ultimately meet the business development needs of the growing Express. "Life cycle" theory was initially applied to management enterprise macro perspective to help companies develop different strategies at different times, then gradually applied to new product development and product market positioning of micro-management level. The life cycle of this article as soon as possible carrier transport enterprise business - "express" to start gradually in-depth discussion of how to strengthen express corporate control of aging, reduce management costs, improve customer loyalty, and enhance the competitiveness in the industry. Need in this process by means of game theory, the theory of customer relationship management, enterprise cost management analysis of the impact of factors on each node in the Express business processes constitute what is, and what methods, strategies need to take to change these factors make it services for the overall business processes.

Keywords- *life cycle; aging control; business optimization; node influencing factors*

I. INTRODUCTION

With the advent of modern office mode and the information age, more and more companies have chosen integration of horizontal business, which requires high-speed logistics and information flow between enterprises, hence the express companies came into being. However, the status quo we are faced with is more diverse, customized needs and not standardized industry operations, as well as the contradiction between labor-intensiveness and inefficiency. As we all know, Express is a branch of logistics, also belongs to the rapid development of promising enterprises; during the high-speed development stage in the industry, a lot of resources investment is essential, so precise and efficient control can help companies save resources and improve efficiency. On this basis, if we regard the express company as an object with life, and pay attention to its life cycle, and ensure timeliness, then it must be able to further meet customer needs, enhance customer shopping experience, and thereby improve enterprise brand value.

II. THE LIFE CYCLE THEORY

The concept of the product life cycle appears frequently in the economic, social and many other disciplines, which can simply be understood as the process in which a product from raw material acquisition, processing and finished products, sales, consumption, access to customer feedback, and continuation to improve.

Product life cycle theory was published in 1966 by U.S. economist Raymond Vernon, who mainly elaborated on the life cycle impact on enterprise development and socio-economic structure, and who thought that the life cycle has five steps: germination, growth, acceleration, steadiness and declination.

III. THE SPEED CONTROL OF EXPRESS COOPERATOR

In China's express market, in addition to several state-owned enterprises and a few large-scale private enterprises, the majority belong to smaller private enterprises, whose resource concentration is very weak and result in our express market still stay in chaos. As the process is concerned, the problems are: timeout pickup, miscalculated freight; goods stolen or detained during transit parts; damage during transportation; wrong faction, retention during distribution and so on. And in the low-end market segments and special markets (e.g. Within the same city, or automotive accessories or decorations agent), there are a large number of small enterprises in scattered distribution, coupled with poor management, the service quality is difficult to be guaranteed; the greatest competition method is low price and has caused a decline in consumer confidence, as well as worse industry reputation.

IV. TIMELINESS OPTIMIZATION CONTROL MEASURES AND RECOMMENDATIONS

A. Express timeliness system construction experience from other countries

In some developed countries, on the basis of information integration, they have based on the concept of industry characteristics logistics, express full life cycle model to propose the innovation on the basis of information model. Expression of the life cycle consists of five parts: customer contact, send links, link chain warehousing, transportation, and customs clearance. Currently, all aspects of information technology have made remarkable achievements:

Customer links: call centers have been able to record the appropriate reasons whenever make a phone call, hence each customer complaints has a complete process.

Collection and Delivery session: handheld terminal has reduced large amount of manual operation, but also improved work efficiency; the fourth generation of handheld terminal now being used has improved the working efficiency by more than 20%.

Storage session: the automated sorting system can overcome many constraints on cargo sorting. The error rate of automatic sorting system is very low, where the error mainly depends on the integrity of sorting information input; the automatic sorting system uses bar code scanning input, unless bar code itself has an error or damaged, it would not go wrong. The system recognition accuracy rate is as high as 98.9%.

Transport session: GPS dynamic control on the vehicle has completed visual management during transport, which can optimize transport vehicles and its timely manner. The integrated transport costs have been reduced by 30%.

B. Timeliness control system based on the life cycle

To grasp life cycle operational processes of express service not only refers to invest heavily in the introduction of the leading information management systems, or a series of high investment high return, long cycle business

strategy within the scope of the whole network such as a large number of automated sorting equipment, nor relying on long-term employees quality or corporate values. We need to redefine the life cycle of express service process , for in the conventional sense express service is "the sooner the better, only faster and better could meet customer needs, get more orders and improve shop turnover." .

1) Redefine Express life cycle

If express companies want to optimize the timeless of the existing products and services, they must redefine life cycle of express service. This requires the macro environment PEST analysis, clear market positioning, and customer segmentation using CRM customer management system database and operating system at the micro level.

To study the macroeconomic environment, we need to use PEST analysis, in which P stands for political reasons, E for economic factors, S and T for social factors, technical factors; by this analysis method we can gradually refine the problem, and ultimately identify whether the present stage of the economic environment is favorable for its development or not.

With CRM customer management systems, databases and operating systems we could make clear market positioning, and conduct customer segmentation in the table I

TABLE I. IDEAL MODEL OF CUSTOMER MANAGEMENT SYSTEM

Customer Type	Definitions	Customer demand	Service Strategy	Marketing model	Marketing channels	Basic services	Exclusive Services	Customized services
Project Customer	Month contribution on more than 100 thousand; provide non-standard service processes and product solutions	Apart from exclusive offers , perfect butt with all the details of their business	Provide overall service program	Professional Services project	Project Customer Manager	1 place orders, 2. Shipment tracking, 3. Electronic bills, 4 customer self-service, 5. Electronic magazine, 6 business initiative recommendation, 7.MSG SMS	1 branch offices centralized payment, 2. Domestic third-party payment, 3. Specified time to collect and distribute, 4 high-end customers gifts: Printing equipment, 5 green service channel, 6. Services process	Consulting services, providing customers with a more complete logistics solutions
VIP Customer	Month contribution on ranges from 1-100000	Provide special services on the basis of value-added services	Improve customer relations	A commissioner in charge of maintenance of 30-40 customers	VIP customer service representative			

							simplification	
Midrange customers	Month contribution from 2000 to 10,000 yuan	Provide special services on the basis of standard services	Value-added services	Customer management team is responsible for this level	Hotline Customer Manager			
Ordinary customers	month contribution ranges from 300-2000	Stabilize the quality of service on the basis of providing more convenient services	Improve services and processes	English adjusts the service process periodically	Hot-line reception			
Mobile customers	Small and scattered; monthly contributions less than 300	provide more convenient service		Brand attraction	Hot-line reception			
Non-positive, potential customers, concerns, namely mobile customers						Food, chemicals		

2) *Standardized operations and information management help to complete orders*

Currently, there are many problems when the express companies implement standardized management: logistics operations standardization and quality awareness of managers and employees is very weak; logistics-related standardized management ideas and implementation system can not be popular; enforcement and the implementing regulation are not enough. For several aspects of problems existing in the current express enterprises in the implementation of standardized management, we briefly put forward some optimization strategies:

Have accurate positioning and attitudes;

Accelerate the improvement of standardized implementing system, and carry out propaganda deeply;

Implement supervision strictly.

3) *Customer segmentation to optimize management and help enhance product value*

Redefine the express service life cycle to a large extent depends on the sophistication of the customer information management; take SF as example, all new customers will

be credited to the consumer's checking files, and efficient customer management system is fully capable of affecting express business to expand, which can be divided into the following stages:

a) *Key Customer Relationship Management*

According to the 28 principle, the best customers are those who have occupied relatively few idle resources and could contribute value to enterprise stably for a long time; from Table 4.2, we can see these customers accounted for about 4%, but provided nearly 80% of monthly contribution; they are mainly from the former IT, business consulting, international trade, foreign trade large clothing manufacturers. To conduct business project specially for key customers and provide a full range of interfaces are very necessary.

b) *Midrange customer management*

Role of midrange customer management can not be ignored, because with their business growing, after some years midrange customers are likely to become large project customers. It is easier said than done to build trust for an enterprise, so it is very important to cultivate their own loyal customers for those who have want long-term

development. When necessary, a small-scale price war will help to suppress competitors and attract more attention. Also, to establish a brand image helps to make clients ignore unfavorable factors in price and switch their attention to the quality.

c) The low-end customer management

Low-end customers are mainly small-scale idle customers, hesitation type of customers, and customers with comparison mentality; they do not have much contribution, but because of the large number and not fixed arrival time, the best way is to establishing strong brand image, so that this type of the customers will converge spontaneously under the enterprise, which helps enterprise to focus its efforts on winning key customers.

d) Customer Life cycle Management

Customer life cycle can well reflect the ability of the company to attract and retain customers, and ultimately transfer into the ability to make profit. This is a constantly running-in process with customers; during the cooperation we can build trust bit by bit. Good customer life cycle management gives the appropriate range of services based on the different stages of customers business development, and builds goodwill and brand value in jointly efforts with the customers.

C. Enhance the daily management of the enterprise could support the optimization of timeliness

1) The establishment of efficient communication channels and go-on intervention mechanisms

As we all know the attitude of employees determines their behaviors, and inactive attitudes of employees is one of the important causes blocking information communication. So how to build a unhindered information channel becomes more important in a express company. These issues need to be solved via the following ideas:

First we need to understand the purpose of communication based on the specific problems, and to determine the principles and demands of communication, instead of staying in the "informing" level.

Secondly, according to different situations and communication needs, we should take a variety of communication methods and processes to avoid rigid dogma and formality that may result in poor communication efficiency.

\\Create parallel and efficient information sharing platform within the company, and make the responsibility explicitly to everyone, such as well documented work logs, monthly statements and other documents, so that every employee can get in touch with the desired person the fastest speed.

Let every employee understand their job responsibilities and the expected results; it's a process requires the human resources department to cooperate and lead a more rational and meticulous organization and design remuneration package, and continuously adjust the workflow according to the actual situation, so that employees can clearly understand the purpose of their work.

After taking these measures to help speed up express enterprises to establish efficient communication mechanisms, we can further introduce the go-on intervention mechanism to ensure the sudden demands of customers could be satisfied during delivery service,

avoiding companies being caught in dilemma such as delays and mismanagement of emergencies.

Specifically, we could consider from four dimensions: the customer urgency degree, the incident impact on the company's reputation, costs and management difficulty of involvement, and the probability of similar incidents. For example, Customer A asked to deliver a passport: because heavy rains caused flight delays or transit field delays, it can not be delivered at the specified time, hence the company is to identify how much responsibility the company will shoulder, and send exclusive couriers to pick out the passport from the conventional delivery process, take the plane and send to the customer; according to the urgency and the customer impact on the company, involvement operating funds can apply from 1000 to 20000 yuan.

This ensures the customer's normal use will not be affected once the incident occurred in addition to the regular service, and do a double insurance to the express service life cycle.

2) Train staff with corporate values

Corporate values have expressed cohesiveness of corporate over the years, representing the soul of the enterprise, and the core of the corporate culture. Correct values enable enterprises to hold right direction in the competition. From the perspective of enterprise development, the correct values are concise corporate vision and mission, which can establish a brand image externally to win the goodwill, and guide the behavior of the upper and lower levels internally.

Corporate values have been gradually formed along long-term development of enterprises, which represent a unique spirit and unique philosophy of doing things, and also a management mechanism that supports the company in long time run; values constitute the core of corporate culture, which is reflected through how the staff behave as what they think, and the belief of all employees will be implemented, so that all customers will produce a strong interest in the enterprise first time; the values are the enterprise momentum to maintain vitality and keep going forward.

V. CONCLUSION

Each industry and business will experience the life cycle from production, development, maturity, and decline. The same products or services of every kind have a similar life cycle as well. To grasp the essence of life cycle is to grasp market demand and operational capabilities. This law especially applies in the express industry: only to optimize the control of the time node around delivery life cycle will stably improve the comprehensive competitiveness of the enterprise, and when meeting customers' changing needs, the cooperate could find value, extend services for the customer, and then expand the market to lead the industry.

Express industry is a high-tech, high-asset investment, and labor-intensive industry. It is not realistic to rapidly Westernize the management and operation of the process; instead, we should combine the time-precipitated and viable management system and powerful self-built information system, as well as enterprise values to shape employees, hence can we create an express network with superior vitality.

We take express service life cycle optimizing timeliness of express companies as an entry point, and compare the conventional timeliness optimization methods; by improving the actual operation process, establishing a standardized management system, categorized management of customer and market, redefining life-cycle and other approaches to provide enterprises with a the new timeliness optimization idea, i.e. Make different time commitment to different customers, and by this method we can alleviate conflicts between fulfillment of corporate commitment and existing human, financial strength distribution.

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