

Problems and Strategies in Express Services of P.R.C

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Abstract. Express service, as a special kind of logistics, is an emerging industry. Due to the popularity of the Internet technology, online trading has increasingly become an indispensable part of our life. At the same time, express service has been kept high speed development. At first, this paper present situation and analyses main factors in express service affect customer satisfaction. At last, according to uncertainty of customer satisfaction, gives the fuzzy comprehensive evaluation model of customer satisfaction and verify the feasibility and rationality of the method. It can make express services to run more reasonable, more specification, better service in economy and life.

Introduction

Express Service originated in the late 1960s. It means that the carrier puts or distributes shipper's specified items in a specific time to specified destination or clients, by the fastest mode of transportation. Chinese Express Services rose in the late 1970s, which has been licensed and regulated by the national post and post stations.' The Postal Law of the People's Republic of China 'and 'Express Service License Method' was taken effect on October 1, 2009.

Because a lot of online trading actions and online shopping rise in China, Express Service develops at top speed. It takes a active role in economy development, social communication, consumer demand and different deliver demand and expanding employment. Express Service does not only be welcome among all kinds of customers, but also be the main way to realize the physical distribution in Electronic Commerce .Express Service has been as follows:

Tab.1 2010--2013 Express Service state of P.R.C

Year	2010	2011	2012	2013
Portfolio(ten thousand pieces)	233892.0	367311.1	569000	919000
Business income (billion Yuan)	574.6	758.0	1055.3	1441.7

Note :(Income \geq 2 000 000 yuan in per year scale) Express Service enterprises since 2010

Extant question

In 2013, our Express Service brings trouble with high-speed growth. On March 15, 2014, Chinese consumer society announced' 2013 national complaints analysis report'. Express service complaints raised 77.6% .It dealt with 196046 effective express businesses in the whole year, up 42.7% on 2012. [1]'Chinese e-business user experience and complaints monitoring report in 2013 'from the China E-business Research Center shows that its public service platform received 97350 e-business complaints by online ,telephone, email, instant messaging. Logistics delivery accounted for 2.24%. The top five service problem is the delivery delay (64%), violence sorting (34%), goods damage (33%), and loss of shortage, unsatisfied compensation. [2]

Through the analysis, express complaints focus on major problems: First, the express delivery is not in time; goods are delayed too long in Express Service Companies. Second, express staff has poor professional quality; express companies reduce costs to damage and loss goods, etc. Third, compensation is not reasonable because it is controversial in express service terms. Fourth, when customers in e-business find goods are bad, they can find that they cannot find the addresses of the supplier so that customers cannot complain. The fifth, it is difficult to carry out the insurance

compensation. The sixth is deliveryman demand customers to first sign, then inspect, so that it is inconvenience to consumers.

Factors Analysis on Customers Satisfaction

In order to resolve upper questions and improve customer satisfaction, we promote the high speed development in logistics express services. We should find some relevant factors which can reflect the existing questions.

The Courier's Service Attitude

To customers' satisfaction, the delivery man is the key, because deliveryman is terminal in delivery process and directly contact with customers. A good delivery man can explain the reasonable and accurate contents, so that customers can reduce their dissatisfaction and get esteemed. Every service company should concern about cultivation of courier in order to develop for a long time.

Online Tracking Service Settings

After customers buy goods on network or handle delivery, they wish that they can know the logistics situation of their goods at any time. For a Courier company, it should try its best to provide the goods tracking information. Logistics transit center should be designed specifically and reasonably, and can give customers timely reflect enough information. The management process is detailed, etc. These are the important factors that affect customer satisfaction. These companies should accept the supervision of the customer, remind the delivery, save the time of delivery, and reduce the delivery delay.

Shaping Enterprise Culture

Every business owner and employee should emphasis on team spirit and helps each other, trust each other. They focus on mission - to create speed and Commit to the rapid, safe and accurate delivery. The performance is perfect. Respecting customer and winning the customer with the speed, they can develop the market with perfect. At the same time, let employees feel to have a satisfied and proud of the work. Draw lessons from abroad, they protect rights and interests of customers.

The Rationality of Selecting Transports

It is not hard to find in the complaint, the goods damage, loss and internal parts shortage. At the same time, it is also important part in these relevant complaints. In order to better protect the goods, improve the integrity of the goods and clean, in the process of delivery, express company cannot excessive emphasis on cost and profit, and should adhere to the principle of the supremacy of customers.

The above analysis, the comprehensive influence factors of customer satisfaction for: The Courier's Service Attitude, Online Tracking Service Settings, The Rationality of Selecting Transports

The Comprehensive Fuzzy Evaluation Model of Customer Satisfaction

Customer satisfaction evaluation mainly refers to affect customer satisfaction through analysis of the different effects of different factors and comprehensive and rational evaluation of customer satisfaction. To express service satisfaction, in the process of comprehensive evaluation is generally choose the five criteria' very satisfied' (VS), 'satisfied'(S), 'general' (G), 'not satisfied' (NS), 'very dissatisfied' (VD), as the sets. The four major influence factors of customer satisfaction are: delivery man's quality, network trace Settings, corporate culture, and the rationality of selecting the transportation. According to the principle of selecting certain, this paper gives the final evaluation results of customer satisfaction.

When carrying on the comprehensive evaluation, the author wishes the real description of customer satisfaction is too sure and clear, and the degree of satisfaction in itself contains the

evaluators individual preferences and the uncertainty and fuzziness of thinking, in order to better describe evaluator's individual uncertainty, the evaluation of satisfaction with the delivery man, can use the membership degree in fuzzy mathematics to depict the customer satisfaction, make the evaluation results more in line with the actual situation. A fuzzy comprehensive evaluation model of customer satisfaction is given below:

1 the fuzzy factor set

$U = \{\text{The Courier's Service Attitude, Online Tracking Service Settings, Shaping Enterprise Culture, and the Rationality of Selecting Transports}\}$

2 Comment set

$V = \{\text{'Very satisfied', 'satisfied', 'general', 'not satisfied', 'very dissatisfied'}\}$

3. Weight Decision

Methods for determining the factors' weights are many and people give different methods basing on different principles. Considering the fuzziness of customer satisfaction in the process of influencing factors, this paper mainly chooses the fuzzy analytic hierarchy process to determine weights of affecting factors, through the comparison for the importance of factors affecting the fuzzy complementary judgment matrix, and the weight of every factor is deduced by fuzzy complementary judgment matrix $W = (w_1, w_2, w_3, w_4)$.

4 determinations on evaluation information

In the form of questionnaire survey, questionnaire survey was conducted at different times for different customer choice, and analyzes the results of the survey, according to the number of percentage membership degree as evaluation results, and evaluation information membership degree matrix is obtained $R = (r_{ij})_{4 \times 5}$, in it, r_{ij} indicates respondents select 'J' comment set about 'NO.I' factor .Count customer satisfaction by using formula $Degree = WR$

5 conclusion

By the Principle of maximum membership degree, select the maximum of evaluation vector $Degree$. The maximum corresponding evaluation language is the comprehensive evaluation result of customer satisfaction

Analysis of Examples

Applying this model, this paper selects a express company in Xi 'an to carry out the service investigation, to determine the customer satisfaction to the Courier company in the city service. First of all, it invites relevant experts to judge the four factors that affect customer satisfaction to the importance of the comparison, gets fuzzy complementary judgment, matrix A:

$$A = \begin{bmatrix} 0.5 & 0.7 & 0.6 & 0.6 \\ 0.3 & 0.5 & 0.4 & 0.3 \\ 0.4 & 0.6 & 0.5 & 0.4 \\ 0.4 & 0.7 & 0.6 & 0.5 \end{bmatrix}$$

At the same time, count the evaluation matrix of customer satisfaction through requesting:

$$R = \begin{bmatrix} 0.2209, 0.2577, 0.3067, 0.1534, 0.0613 \\ 0.2000, 0.4400, 0.2286, 0.0571, 0.0743 \\ 0.1724, 0.2989, 0.3563, 0.1149, 0.0575 \\ 0.0862, 0.1034, 0.4483, 0.2759, 0.0862 \end{bmatrix}$$

Then, go on judging on the comprehensive fuzzy evaluation. Using formula $w_i = 1 / (\sum_{j=1}^4 \frac{1}{a_{ij}} - 4)$ to count, we get the factors' weights: $W = (0.3621 \quad 0.1395 \quad 0.2143 \quad 0.2781)$. By formula $Degree = WR$, we get the vector:

$$Degree = (0.3621, 0.1395, 0.2143, 0.2781)$$

$$\begin{bmatrix} 0.2209, 0.2577, 0.3067, 0.1534, 0.0613 \\ 0.2000, 0.4400, 0.2286, 0.0571, 0.0743 \\ 0.1724, 0.2989, 0.3563, 0.1149, 0.0575 \\ 0.0862, 0.1034, 0.4483, 0.2759, 0.0862 \end{bmatrix} = (0.1688 \quad 0.2475 \quad 0.3440 \quad 0.1649 \quad 0.0689)$$

Its end shows that:

Tab.2 customer satisfaction

Judgment	VS	S	G	NS	VD
End	0.1688	0.2475	0.3440	0.1649	0.0689

According to the principle of maximum degree in fuzzy mathematics, people can see that the customer for the final evaluation results for the express service satisfaction 'G'---'general'. It means that through the survey of customer satisfaction, people can find that the company's express service is generalized, and customer satisfaction is not obtained. Through the analysis of survey data as you can see, the main reason is that the customer for a large proportion of the express quality evaluation is not very high, instructions for the express service satisfaction is not high, the owner should improve quality of Courier, especially for express on the premise of delivery on time, should be more is the security and integrity of the goods, effectively arouse the interest of customers, increase the express passion for customer service. In the process of delivery, these couriers should consider to take care of the customer's situation, more than concern on the pursuit of speed without the customer's feelings.

Conclusion

In order to enhance serve, the Internet shopping is an important content. Delivery Company manages the company internal structure and improves the corresponding system. At the same time, Delivery Company pays attention to corporate culture. Express delivery service quality directly affects the customer's interest and satisfaction, good satisfaction can not only express company for positive publicity, so as to bring more economic benefits, also can promote the company's standard, improve the company's connotation construction. About courier service customer satisfaction evaluation is to urge the courier services managers' management, construction and late development planning of a more effective way of express service companies should increase for the express service satisfaction evaluation, and strive to improve the service quality of the company.

Reference

- [1] Guangzhou Daily, 2014.1.16.
- [2] In 2013 the national express service complaints more than 70 year-on-year increase in 8 <http://www.qianlong.com/2014-03-15 16:08:10>from: Qianlong net.