

Study on Differentiated Service Scheme in Power Supply Enterprises

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Abstract. Competition among power enterprises has become increasingly fiercer with the break of national monopoly, industrial monopoly and resource monopoly. Under such economic environment, it can't adapt to customers' demands only by relying on qualified power service; instead, it has become a key means to win the competition by offering differentiated products and services. Meanwhile, the development layout of market has also changed to some extent with the change of business concept. Therefore, in order to meet the demands of current economic development, power supply enterprises should also change the internal business concepts as well as the scheme so as to formulate appropriate and strategic development plans with constant improvement on power structure. In this paper, the marketing status of power system and the basic theories of differentiated service will be elaborated so as to propose concrete marketing strategies for differentiated services in the end.

Introduction

With the reform of power market system, power enterprises have been seen as the major subject of economy. It has become a necessary choice for power enterprises to select proper competitive strategies and achieve a longer competitive advantages. On the other hand, the trend of power supply has also changed greatly. In recent years, power enterprises have actively do with the contradictions of power supply by making full use of the optimized and allocated resources of power grid so as to accelerate the power grid construction and optimize the operation ways, which can achieve a balanced power supply and effectively satisfy economic and social demand for power supply. It is predicted that power supply in our country will transit from power shortage to balanced power supply. Apart from partial districts and peak period, power supply will keep a general balance, and some power grid can even provide a sufficient supply. Under this circumstance, as a basic industry, power industry should adjust its business mechanism accordingly by market rules to adapt to market. As for power supply enterprises, power products have become commodities with small differences. The homogeneity of power market has also become stronger.

In this paper, the status quo of power system marketing and basic theories of differentiated services are elaborated by proposing some marketing strategies for differentiated services in power supply enterprises.

Current Situation of Power System Marketing in China

With the saturation of industrial power market, residential power market has become a new space for economic growth, which needs to be developed urgently; however, although residents advocate clean resources under the guidance of the state environmental policies, power marketing personnel notice that power market also faces fierce competition due to the impact of solar energy. Therefore, power marketing personnel should expand residential market and explore sales channels actively by understanding the main advantages of power energy and avoiding disadvantages.

Qualities of Power System Marketing Personnel Need to be Improved. On one hand, power salesmen have unclear consciousness for independent sales. Affected by traditional national power monopoly, salesmen can't formulate proper sales strategies according to market orientation; on the other hand, current salesmen are transferred from different positions without mastering related sales knowledge. Therefore, the poor sales performance has restricted further development of power.

Risks Existing in the Marketing Management System. There are risks and deficiencies existing in power marketing management system. First, there is technical risk. Due to the defect of power marketing management system in design, the system can be unstable or unsafe. In power enterprises, the existing risk in marketing management system mainly manifests in technical risk.

The Concept and Significance of Differentiated Services in Power Supply Enterprises

It is very necessary for power supply enterprises to carry out differentiated services, which has special strategic significance. It can be summarized as follows.

It is Good to Improve Customers' Satisfaction by Implementing Differentiated Services. With constant development and perfection of power grid and power technology, the capacity of power supply has been improved as well with better quality of power. Currently, the quality of service offered by power supply enterprises can't meet customers' demand, needing to be further specified and perfected. While differentiated services are more specific, which can meet different customers' different demands so as to raise the degree of satisfaction.

It is Good to Promote the Competitiveness of Power Supply Enterprises by Implementing Differentiated Service Strategies. The homogeneity, invisibility and unstorability of power mean that power supply enterprises should try to improve their service quality if they want to achieve a better competitiveness. While carrying out differentiated services means a deeper development of service, which is beneficial to promoting the quality of service and strengthening the competitive abilities.

It is Good for Power Supply Enterprises to Hold a Big Customer by Implementing Differentiated Service Strategies. Big customers are major customers appealed to various power suppliers in the future since they have sound operation, good reputation, strong power payment ability and large power consumption. By offering differentiated services, power supply enterprises can provide better and high-end services for big customers which are different from common customers to hold these customers.

Management Strategies of Power Marketing for Power Supply Enterprises

Ensure the Quality of Power. It is difficult to maintain the competitiveness of power product and its service quality by relying on technical factors only in the fierce competition. To promote its comprehensive competitiveness, the quality of service should be promoted necessarily by regarding service as a main means.

Strategy of Brand Promotion. Corporation brand is a culture as well as asset in the market competition. The power supply enterprises should constantly promote their quality of service in the whole process as well as each section to promote power marketing if they want to achieve a position in the fierce competition. Thus, departments and employees can be responsible for enterprises' social image and set opinions of large promotion by establishing a new-type relationship with customers for mutual development. The enterprises should understand that their images are related to the interests. Image is life image and effect. Image is the concept of brand.

Strategy of Expanding Market. In recent years, by restructuring rural and urban power grid and inputting large amount of capitals in peak-hour projects, power grid structure has been established and perfected with supply of various power supply services, which has enlarged the power marketing market. The clean, effect and convenient advantages of power have received support from the state. Power enterprises should actively explore other markets of alternative resources by raising the proportion of power in terminal consumption market.

Conclusion

As for power supply enterprises, power products are commodities with tiny differences, and the power market has relatively stronger property of homogeneity. In order to possess unique competitive advantages in the market competition, enterprises should improve their core

competitiveness. Thus, it is an effective way to implement qualified and differentiated services under the marketization as well as an important problem that power supply enterprises need to consider.

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