

The importance of developing highly qualified services in Power Marketing

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Abstract. The development and stabilization of the society are related to the production and operation activities of Power Supplier, who undertakes great social responsibility. It is high qualified services of Power Marketing is the fundament of creating economic benefits. Setting out from the important value of high qualified services to Power marketing, the passage analyses the meaning of the services which enterprises have developed in marketing, discusses the importance of developing high qualified services of power marketing, points out the current problems in high qualified services and puts forward some efficient measures aimed at the services.

Introduction

Under the market economic system which is characterized by market regulation, commodities depend on the quality and good services to capture the market, so good services and quality are concerned by enterprises and customers. Convenient, swift and high qualified services will win honor, broaden the market and acquire higher benefits.

High qualified services have been attached by electric products and formed invisible value. Good jobs of high qualified services can establish strong image for enterprises and win markets for electric products.) Only satisfying customers' need as far as possible can stabilize the present markets and expand new markets. customers' choices of products depend on qualities and services, so to win more customers, power enterprises should not only maintain the stability of power network and sufficient power supply, but also provide complete services for customers. Only high qualified services can find problems, solve problems in time, decrease accidents, cut cost of power enterprises efficiently, improve economic benefits and make sure the sustained and healthy development.

The importance of developing high qualified services

Inner factors

In the previous environment of planned economy, the management style which power enterprises carried out was the blurred boundary between government and enterprises, so it greatly influence workers' knowledge of power marketing. Although after power system's reformation, the work of high qualified services has been improved remarkably with years of rectification, there are still some phenomenons in which worker's attitudes and qualities of the service are not good enough. In fact, high qualified services and electric products which Power Enterprises provides need to be sold together because of their closely relationship. Only customers get high qualified services of the same quality as power products can power enterprises earn good industry reputation. We should realize that good power services are some kinds of products, for example, the strong supporting system of good after-sale services can win Power enterprises more customers' appreciation.

Outer factors

With the pluralistic development of energy markets, the advantages of traditional Power

Industry have declined, because customers can choose solar facilities, wind-force facilities, water facilities or gas facilities besides electric ones. Facing so many selections, customers can choose the kind of energy after con-trasling the qualities and the prices. Because of its inexpensive and environmental features, electric energy still has huge potentiality in the market, and some customers are willing to accept this tradition-al energy. But if they lack the awareness of improving high qualified services, Power Enterprises can still be faced with the svere tests of the market.

Needs

The improvement of people's living standards and material conditions leads to the higher demands on high qualified services of power enterprises. Because supply exceeds demand in power markets nowadays, core products must provid good supporting services to enhance the brand effect and gain the advantages in the keen competition. Present customers' high needs decide that power enterprises can adapt the development of the times and improve their core competitive power only when they ascertain high qualified services.

The problems in high qualified services

The deepened reform and intensive good services have been put on Power enterprises' important agenda and gradually become the managerial concept. However, the concept that "customers beg me while I don't beg them" shich power staff have formed for long can't be removed instantly, so there are still lots of problems in high qualified services of power marketing and they are mainly shown in the following aspects:

The stagnation of concept and the lack of the sense of crisis.

For long ,the development of power enterprise have depended on the country and their benefits have depened on the policy, so power staff have a strong sense of superiority. They know neither the basic regularities nor the present power supply well. Traditional power marketing has been shocked by new energy resources, but the staff's wages, bonuses and treatment haven't been shocked so far, so the power employees don't have the sense of crisis and they don't realize the importance of high qualified services.

Lack of communication and high qualified services.

Lack of communication between customers and power-supplying enterprises lower the quality of good services. Customers lack the know-ledge of power policies, so they don't know some questions and they are not willing to know them such as if other power facilities need maintenance. They merely know "Pay for the power which I use". some customers even don't know that 95598 is the hotline of high qualified services. Not knowing the power customers' power-con suning condition, power-supplying enterprises sometimes charge monthly and they don't know if customers have other needs of high qualified services. In this condition in which there is no communication, high qualified services are no more than theories.

The backward content and form of high qualified services.

The present projects of high qualified services which power enterprises carries out are the same as those in other business hall: smiling services, active services and great patience. But how can the power staff smile and answer questions without face-to-face conversations with customers? No matter how many projects of high qualified services there are, nothing will come true without concrete operations. This problem is mainly cause by the lack of awareness of more deepened high qualified service from power suppliers to customers.

The concrete measures to carry out high qualified services

Improve the awareness of high qualified services.

The precondition is to improve the qualities of the services and to change the ideas. In order not to be beaten in the market competition, all power employees should have strong sense of crisis and the sense of competition, change ideas and set up the good service philosophy: Regard the markets as guides and customers must be the first. By enhan-cing marketing staff's awareness of high qualified services, power enterprises should have their employees and themselves establish

har-monious relationship with customers. Power enterprises should realize that they must, in the process of marketing ,provide high qualified services for customers forever and they should follow the service idea that people foremost and customers superior. They should provide high qualified, comprehensive and specialized services according to customers' needs. Power enterprises should complete the transformation from manufacturing enterprises to high qualified service enterprises as soon as possible and set up perfect enterprise image. They should reflect high qualified services of power marketing in all details, promote their sustainable development and achieve the purpose of people's power enterprise work for people.

Improve comprehensive qualities

For any industry ,marketing staff would depress and dissatisfy its customers without good professional qualities, serving qualities and moral qualities, so it is enforced to improve marketing staff's specialized qualities and comprehensive qualities by all means. For example, pertinent training should be held regularly so that power staff can have in-depth knowledge of our country's power policies and the relevant rules and master the modernized marketing methods. Therefore, marketing staff can adapt the present development of the times and the changes of industries to gain more achievement on the job.

Provide diversified ways of high qualified services.

In the process of power marketing, power enterprises should provide diversified ways of high qualified services and improve the services entirely according to customers' actual needs. First, they should classify the target customers at all branches of power enterprises. Second, they should make different service strategies according to the needs of customers groups. Third, they should simplify the process and provide customers with high qualified services that they really need. For customers' power-consuming problems, power staff should answer patiently and help them to solve the problems. Besides, power enterprises should actualize all the functions of power marketing by dividing their branch markers such as town markers, countryside markers, livelihood markets, commercial markers and so on.

Provide good after-sale services.

Provide good after-sale services is an important step in the job of perfecting power enterprises' high qualified services. Power staff should walk out of their offices, make known to the public the promise system, the items and procedure of high qualified services, and of course the charge standards. Power enterprises should found specialized after-sale department and promote pluralistic after-sale services to solves customer' power-consuming problems, provides specialized on-site testing and maintaining services, After-sale services should do the job of collecting power-consuming and propogating to achieve the modernization and transparency of high qualified services.It is absolutely necessary to program the best way of power consuming to help customers make energy-saving and enission-reduction come true. Regularly pay return call and an on-site visites and know the power-consuming condition timely to ensure high qualified after-sale jobs.

Improve the efficiency of solving problems

Power enterprises should remove failures for customers and enhance the efficiency of solving problems, which can really mean providing high qualified services. First ,power enterprises should know present power dynamic well so that they can contact with customers actively and solve problems when there is an urgent fault or a vicious incident. Sometimes if the incident is beyond customer service staff's commission, it should be hand in to the superior department .Meanwhile, the power staff should get customers' understanding and inform the customers as soon as the solving method arrives, but not make them wait long. The most important part of high qualified services is to enhance the ability to eliminate the trouble rapidly and the speed of solving complaint problems. %he principle is to try the best to help customers with their problems and troubles and worry what customers worry. Without the ability to eliminate the troubles rapidly and solve problems, it means the imperfection of power enterprises' high qualified service system. No matter how proper the apparent job is ,it can't be regarded as high-qualified services.

Conclusion

To improve and perfect high qualified service system, power enterprises should not only improve the methods of high qualified services, but also enhance the ability to eliminate faults. As long as power enterprises solve problems rapidly and well, customers' satisfaction will rise naturally. In addition, visiting customers regularly, doing a survey of customers' satisfaction and evaluating the ways and attitudes of high qualified services and the ability to solve problems are all good for perfecting power enterprises' high qualified service system and doing the service job excellently. In order to adapt the needs of the times, power enterprises should change the idea of operating and high qualified services, learn modernized business model and spread high qualified services to all branches to improve the comprehensive competitiveness.

In power marketing, improving the awareness of high qualified services is the essence of power enterprises' development. Power marketing staff should constantly improve the awareness and the ability of high qualified services. In the process of market economy's unceasingly deepened development, power marketing staff will promote the development constantly with high qualified services.

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