

Customer Relationship Management Analysis of "Qi Hong" Logistics Forwarder Business

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Abstract

Freight forwarding industry started late, the history is short, but because the country attaches importance to, policy encouragement, standard development, development is very fast, now the market is basically saturated, only to maintain good customer relations, freight forwarding enterprises can survive. Combined with the industry status, enterprise business status, qi hong logistics customer relationship management model to make a summary. In this market saturated freight industry, only by improving service quality, using price advantage, attracting new customers, and maintaining good relations with old customers, can we maintain the whole customer relationship management system, and improve the profits of enterprises.

Keywords

Logistics; Customer relationship; Analysis; management.

1. THE INTRODUCTION

Customer relationship management (CRM) is defined as the process in which an enterprise, in order to improve its core competitiveness, coordinates the interaction between the enterprise and customers in sales, marketing and service by using corresponding information technology and Internet technology, so as to improve its management mode and provide customers with innovative and personalized customer interaction and service. The ultimate goal is to attract new customers, retain existing customers and convert existing customers into loyal customers, and increase market share. How to understand, select and develop customers (develop target customers and potential customers into real customers), master customer information, classify customers, interact and communicate with customers, conduct customer satisfaction analysis, and find ways to realize customer loyalty are of great importance to an enterprise.

2. COMPANY PROFILE AND RESEARCH SIGNIFICANCE

2.1. Company profile

Ningbo qi hong international logistics co., LTD. Mainly engaged in international container road transport, with goods, import unpacking, domestic trade box, customs clearance, warehousing services. The company is headquartered in ningbo and has set up the administrative customer service department, dispatching center, operation department, Marketing Department and financial department. In addition, the company has set up an on-site dispatching center (dispatching department, financial department, on-site security check and driver) at the site of beilun. Currently, the company has 32 sets of brand new truck collection and 18 sets of managed vehicles, which can allocate more than 50 sets of trucks in total.

2.2. Service objects of the company

2.2.1 Domestic foreign trade companies

If the foreign trade company needs to export the commodity, qi hong company provides the domestic freight forwarder service, the collection certain expense, its expense including the oil fee, the driver wages and so on, carries on the customs declaration to the port the goods

2.2.2 Domestic freight forwarder

Qi hong company has a fleet of more than 60 cars, can provide transport business for other freight forwarding companies

2.3. Current situation of the company's customer relationship management

In the case of the freight forwarding market saturation, some small and medium-sized freight forwarding enterprises only manage the customer relationship, can bring profits for the company. Develop customers mainly through telephone, through the Internet, in ganji.com, talent network, alibaba, made in China network to find some freight forwarding companies, foreign trade companies, write down the phone number, salesman through telephone contact with them. Salesman still can wait for a way to visit through sweeping a building, be in basically invalid condition. And customer relations are maintained through the salesman. Now the qi hong company has both advantages and disadvantages of relationship management, shortcomings also need to be improved.

2.4. Research significance

A good customer relationship management can enable an enterprise to gain a strong competitive advantage, maintain a high market share under the same sales cost, gradually reduce the transaction cost of the enterprise, and obtain the leading advantage in cost.

Through customer resource management, customer information can be fully integrated, to achieve full sharing of information, to ensure that customers provide more efficient and thoughtful service; Optimize the business process of the enterprise, and implement the concept of "solving customer needs" into all links of the enterprise. It is possible to get more information about competitors from customers, so as to reasonably position the services of the enterprise and establish its own competitive advantages.

2.5. Customer relationship management objectives

Qi hong logistics company to do a good job in customer relationship management, there are the following goals need to try to achieve: 1. The improvement of customer development mode, 2. To maintain a good relationship with customers, 3

3. ADVANTAGES OF THE COMPANY IN CUSTOMER DEVELOPMENT

3.1. Good marketing plan

The company collects customer information through renren.com, ganji.com, talent network, madinchina network and other websites, mainly including the company profile, location and telephone number of the customer's foreign trade company or freight forwarding company. Salesman to contact them by call, by telephone, to know each other some of the company's basic information, such as what goods exported to the country, the main export goods, an overview of each other cooperation company, or you can have a small talk to by phone, if the other person's name, the marriage, basic information, such as hobby enhance each other's feelings. All customers are tracked, never neglect a customer, no matter whether the other side has no cooperation company, are tracked, do not miss any opportunity. The salesman needs to fill in the willingness information form, summarize the basic information of the willing customers every day, and make the next marketing plan.

The company sent a salesman, to ningbo local some office buildings, office buildings to sweep the floor, through a visit, to avoid omission of customers. Salesman leaves business card, ask for business card, ask whether to have need, although most is to refuse to cooperate, but strengthen impression, understood company basic information, also have profit to company sale.

3.2. Strike a good relationship with new customers

In the development of customers, strive for the process of cooperation with other companies, how to play well with the customer, the relationship between the success have important relations of cooperation, if there is a willingness to customers, the company will be through the visit, gifts, negotiations, to strengthen the contact between the customer, for example, if there is need to the customer, is willing to, will be invited to come to the office to negotiate with the chairman and general manager, after negotiation, chairman of the board of directors will invite customer to dine out. Build a good relationship with your customers, and even if the price is a bit high, your customers will be more willing to do so

3.3. Incentive mechanism

The company attaches great importance to the development of new customers, but in the case of market saturation, the development of new customers is quite difficult, in order to enhance the confidence and passion of salesmen in the development of customers, the company makes a reward mechanism for this aspect, if the development of new customers, in addition to business commission, but also to provide additional commission for the development of new customers

4. DISADVANTAGES OF THE COMPANY IN CUSTOMER DEVELOPMENT

4.1. Traditional development mode

A few years ago, when the freight forwarding industry was just emerging, the company developed many customers through telephone and floor cleaning. And now the market is saturated, all foreign trade companies have the cooperation freight enterprise basically, and even some companies have more than five cooperation companies, if or through a telephone and a visit, basically all is refused, for some old staff, customer development is also very difficult, many older workers is also against the previous customers laurels and die cut, the development of new salesman out customers, also can lose confidence, a resignation, could lead to new resulting in the loss of talent.

4.2. Price disadvantage

A lot of actual strength are very strong freight forwarder enterprise, the service price that gives is very low, even some are under general market price, and the price that qi hong logistics company serves, carry to the store of certain city even over market price 200 yuan, this causes a lot of customers to be unable to receive

4.3. Disadvantages of manpower

The salesmen of the company are all old employees in their thirties and forties. Due to the insufficient management of the company's new customer development and the insufficient salary to meet the living needs of new employees, the company has not recruited new blood for several years, and there are no young people working in the company, so the company cannot improve its business

4.4. No foreign customers have been developed

The domestic customer market is saturated, but there are a large number of potential customers abroad. The company is also trying to communicate with foreign customers by email, but it does not pay attention to the development of foreign customers

5. ADVANTAGES OF THE COMPANY IN MAINTAINING CUSTOMER RELATIONS

5.1. Contact the customer in time

The company will summarize and report the weekly business situation of old customers. The company will often communicate with old customers by phone, and send people to give gifts to old customers, so as to maintain a good relationship with customers. If the customer's business volume decreases, the company will make policy and inquire in time to try not to lose old customers

5.2. Manage the fleet

The company's fleet is mainly managed by the operators, who need to be extremely patient and hard working. They need to contact the fleet by phone and text messages 24 hours a day, asking where the driver is and when he can get to the depot. If the car is late, the operator will also ask the reason, is there a traffic jam or a car accident. The operator will summarize the vehicle transportation situation every day and every week. The company also has the system for managing the fleet. The operator can summarize the service situation of the fleet in the system.

Drivers work very hard, sometimes because of lack of sleep will lead to work mistakes, the company will also hold a birthday party for the driver, to encourage the driver, hit a good relationship with the driver

5.3. The company emphasizes service

The company holds weekly and monthly service meetings, summarizes the deficiencies in the service, criticizes the places where the service is not in place and formulates improvement measures. In particular, the team management under the company is extremely strict, and the irresponsible drivers will be punished and expelled if necessary. The company has always emphasized service first, and all businesses give way to service. The chairman also once asked for slogans and banners to be hung on the studio floor for everyone to see and keep in mind

6. DISADVANTAGES OF THE COMPANY IN MAINTAINING CUSTOMER RELATIONS

6.1. The service is prone to accidents

In the business of freight forwarders, accidents are likely to occur in the carriage of vehicles, such as traffic jams and accidents in the middle of the journey, which are likely to lead to tardiness, and tardiness will lead to dissatisfaction of the cooperative company. Lateness and other phenomena are easy to cause the loss of old customers

6.2. Lack of management personnel

In the company's maintenance of customer relationship management, all the management is carried out by the salesman and operator, no customer relationship management personnel led to the salesman and operator a lot of burden, will lead to emotional dissatisfaction. If there is a problem with the delivery, the customer calls the salesman, who is not aware of the situation, and the customer is dissatisfied with the service attitude. The company allows salesmen to

manage their own customers, and to maintain customer relations and often need to travel to visit, gifts, etc., if a salesmen a month to visit ten customers, the cost of the visit may increase the financial burden of salesmen.

6.3. Complaint solutions are insufficient

Among the freight forwarder business, hard to avoid can appear to be late etc. Phenomenon, other company if have goods to carry to port, once occurrence be late, will carry on to complain, but the probability that the motorcade be late, qi hong company still very big, but the late rate didn't get very good improvement, the company also didn't plan to complain a good solution

7. DEVELOP CUSTOMER IMPROVEMENT PLANS

7.1. Network promotion

7.1.1 Website construction

Website construction refers to the process of using markup language to transmit the information in electronic format through the Internet through a series of processes of design, modeling and execution, and finally be browsed by users in the form of graphical user interface (GUI). Simply put, the purpose of web design is to produce a website. Simple information such as text, images (GIF, JPEG, PNG), and tables can be placed on a web page in markup languages such as hyperfile markup language, extensible hypertext markup language, and so on. More complex information such as vector graphics, animation, video, audio and other multimedia files need plug-ins to run, and they also need to be ported within the site markup language.

Ningbo qi hong logistics co., ltd. needs to update its company profile, service profile, service information and other content in a timely manner, the content of the notice needs to update the road conditions, weather and other information.

7.1.2 Online promotion

Through FOB fubu net BBS to promote the company, send the basic information about qi hong company, the company will provide the business through the post to BBS, and leave QQ number, phone number, E-mail, to have the intention of customers in a timely manner.

Can join a few foreign trade companies, freight company group, undertake marketing to the member inside, hit the relation between good and member first, if the relation is better, can resend advertisement, inquire intention

7.2. Experience consumption

Under the condition of market saturation, develop new customers tend to be difficult, the price is better than other forwarder company, however, it is easy to start were refused by the customer, can't let customers experience the tea service, so the company can adopt the method of experience consumption tea, can reduce the price to the first cooperation especially low, just above the cost price can cooperation, this time most of the companies in order to save the cost will be willing to cooperate with tea, if good service, avoid the phenomenon such as late, can talk to the customer. If the cooperation is successful, we will continue the business at the original price

7.3. Increase the development scope

7.3.1 Search for new registered companies

Now the mature foreign trade companies and freight forwarding companies have cooperative freight forwarding companies. It is difficult for them to become our customers, but they can be developed by looking for newly registered companies

Every month can go industrial and commercial administration bureau, want pay certain fee only, the staff member of industrial and commercial bureau can help you inquire the registered capital of this enterprise, register the ground, company name, partner member, management limits.

However, the new company because of the lack of experience, the need for some freight forwarding company service guidance, qi hong needs to these companies for the corresponding guidance, more conducive to cooperation

7.3.2 Develop foreign customers

The domestic market is not easy to develop, but we can do business in foreign countries. We can collect customers' telephone information through foreign websites and communicate with them mainly by E-mail. The company needs to introduce talents who are good at English to communicate with foreign customers

8. MAINTAIN CUSTOMER IMPROVEMENT PLANS

8.1. Moderately reduce prices and enhance services

In the case of fierce competition in this market, price war is inevitable, and qi hong service price is higher than the general market price, it is easy to create new customers too high price, old customers by the low price of the freight forwarder company poaching, the company needs to pay more attention to service, and moderately reduce the price, let the price close to the market price

8.2. Recruitment of customer service

The company needs to recruit more than one customer service, car tracking, customer complaints to deal with and make solutions

8.3. Team service management

Recruit more than one driver, solve the problem of tired driving caused by the lack of time to sleep, and timely purchase accident insurance and car insurance for the driver

Drivers with low lateness will be rewarded and those who are often late will be punished

9. TO SUMMARIZE

Forwarding industry is not new, face a saturated market, must do a good job in the development of new customers, and the maintenance of old customers, can bring profits for the company, and customer relationship relationship need to strengthen the spirit of innovation, enhance service awareness, moderately reduce prices, completes the company's internal management, can make the company to survive in the fierce competition in the forwarding industry

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