

Take Consumers as the Center and Build an Unbounded Contact System

Jiacheng Gu^{1,a,*}

¹ *Ontario Academy of International Education, Markham, Toronto, L3R 0B8, Canada*

a. 3041086505@qq.com

**corresponding author*

Abstract: With the improvement of consumers' personalized demand, each website provides consumers with a more convenient way of aggregation and information aggregation technology, which challenges the traditional enterprise-oriented e-commerce model and creates a new customer-centered unbounded contact model. This paper analyzes the background and application of unbounded contact mode, and discusses its possible development in the future.

Keywords: consumer, unbounded contact system, sell.

1. Introduction

With the increase of market competition and the evolution of business management thinking, the importance of customer and customer relationship management to the survival and development of enterprises has become increasingly prominent. However, the communication between enterprises and customers is realized through various customer contact points. Therefore, the management of customer contact points has become the "first pass" of customer relationship management in enterprises. This article will mainly discuss the types of customer touch points in customer relationship management, the content and inevitability of touch point integration and the strategy of touch point integration.

2. Different Types of Customer Touch Points and Corresponding Applicable Scope

The customer touch point, as the intersection channel between enterprises and customers, shows various types with the development of technology and management. Among them, the most common customer-customer contacts are direct face-to-face cross-current.

2.1. Direct Face-to-Face Cross-Flow

The expression of direct face-to-face cross-flow can be divided into one-to-one communication and one-to-many cross-flow according to the number of customers in each contact. The main forms of one-to-one communication include one-to-one communication between sales staff and customers during the sales process, one-to-one communication with customers during after-sales door-to-door service provided by enterprises, and one-to-one technical service provided by enterprises. The main forms of one-to-many communication are customer forum, on-site exhibition of new products and functions, etc. [1].

The advantage of direct face-to-face communication is that it can transmit a large amount of information, not only verbal information, but also non-verbal information (such as gestures, expressions, etc.); Interact quickly; Can immediately exchange opinions and give immediate feedback; Kindness can really reduce the distance between the two sides and the obstacles to interruption. Its disadvantages are mainly that it is difficult to form a written record and its reusability is poor: a lot of manpower and time need to be invested; It's hard to control people for a long time, etc. Direct face-to-face communication contacts are suitable for all enterprises, especially for the communication between enterprises and important customers. However, different types of enterprises can take different forms according to different purposes, different opportunities, and business environments.

2.2. Direct Letters

Direct letters. Its main manifestations are new product introduction, questionnaire, reply letter to customers, thank you letter and invitation letter, etc. There are also letters sent by customers to enterprises, such as complaint letters and consultation letters.

The main advantage of direct letters is that they can provide written materials; Can express complex content; Can be copied; Can be confirmed and explained; Can be used for analysis, evaluation, and summary. Its disadvantage is mainly the high cost; It takes a long time and the feedback is not timely; Once issued, it is difficult to modify; Poor interactivity [2]. When it is necessary to convey complicated and important information, direct mail is a suitable contact point.

2.3. Telephone And Fax

According to the different direction of information transmission, telephone and fax contacts can be divided into two forms: calling and called. Calling forms mainly include investigation, greeting, transaction confirmation, etc. The called forms mainly include customer consultation, complaints, etc.

Telephone fax is a quick and direct personal contact method, which has the advantages of synchronous feedback, high efficiency, and low cost [3]. The main disadvantage is that less information can be transmitted. It applies to general business contacts.

2.4. Email

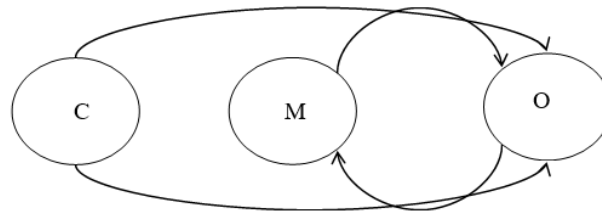
As a new customer contact, Email plays an important role in enterprise e-commerce. Its advantages are mainly low cost; Wide transmission range; Rich in information. Its limitation is that it may cause excessive flooding of Email; Easy to be treated as spam by customers and cause customer dissatisfaction; Can't be used for communication with non-internet customers. It is suitable for interacting with online customers with their permission, which is also called permission marketing.

2.5. Website Interaction

The interactive contact of the website is the concentration of a large amount of information, including product advertisement, enterprise introduction, enterprise news, online design, online shopping, etc. The advantage of the interactive contact of the website is that the amount of information that can be transmitted is rich and interactive, and 24-hour contact with the population can break through the geographical restrictions: it is easy to collect information. The main disadvantage is that you can't get in touch with customers who are not online; The website must be updated in time.

2.6. Call Center

Call Center originated from the demand for service quality in developed countries, and its purpose is to provide customers with prompt and accurate consultation information, business acceptance and complaints and other services through telephone and fax.



C: consumer M: market O: Opportunity

Figure 1: Contactless three-element relationship diagram.

This figure shows that the establishment of a contactless model requires three elements: customers, markets and opportunities, and they are interdependent.

Modern call centers have the advantages of telephone, fax and Email website interaction, but they need more investment in technology and capital. It is suitable for gold industry with strong technical and financial strength.

3. Content and Inevitability of Customer Contact Integration

3.1. Content of Customer Contact Integration

From the scope of customer contact integration, customer contact integration mainly includes three levels:

Firstly, the integration of basic elements of contacts. Each customer contact has the following basic elements: customers, communication media, personnel structure, processing flow and support system. The integration of these elements is indispensable for a contact to be truly utilized by enterprises and to achieve its maximum effect. Taking telephone and fax contacts as examples, enterprises should comprehensively consider the affordability of telephone charges, the convenience and safety of telephone line utilization, the smoothness and timeliness of telephone consultation or complaint handling process, and the reliability of related support systems. Taking the internal integration of call centers in the banking industry as an example, Hua Xia Bank mainly adopted the voice interconnection scheme for the internal integration of call centers. Through the internal IP telephone interconnection, the call centers of branches across the country were connected to each other, so that registered users could conveniently enjoy the telephone service free of long-distance charges in different places. Moreover, the bank did not have to bear long-distance charges, thus improving customer satisfaction without increasing the enterprise fees [4]. However, there are still many domestic banks that haven't noticed the importance of internal integration of contacts. When customers go to a bank for consultation on a certain business, it is not uncommon for bank receptionists to ask questions or get completely different answers from different service personnel. When an enterprise finds some problems such as inefficient customer communication, high cost, poor flow, distorted information or out-of-control business in a contact, it must integrate all the elements of the contact in a targeted manner to improve the work efficiency of the contact.

Secondly, the integration of contacts makes it a perfect customer communication and contact system. Customers can obtain products and services and related information through various contacts,

and enterprises can obtain customer knowledge and show their good image to customers through various contacts. Imagine customers' feelings when they get different product quotations through different contacts! If the contacts inside the enterprise have been integrated perfectly. However, each contact operates in two completely independent systems, and the customer knowledge acquired by each contact cannot be shared within the enterprise. It may not only make the enterprise repeatedly invest in different contacts, but also make the enterprise's image in the customer's mind damaged, and the loss outweighs the gain. Therefore, all contacts should be organically integrated, so that they can be established under a common support system. Modern call center has taken a big step in the integration of contacts, which embodies the idea of integrating contacts such as telephone, fax, Email and website interaction with computers. It can be predicted that with the further development of computer technology and communication technology, the call center will further integrate the direct mail contact and the direct face-to-face communication contact, so that the call center will develop into a customer contact unity.

Thirdly, the integration of customer contact system with CRM (Customer Relationship Management), ERP (Enterprise Resource Planning), SCM (Supply Chain Management) and other systems. How to make effective use of the information and knowledge acquired from enterprise contacts? How to embody the marketing strategy of enterprises? All these require the integration of customer contact system with other systems of the enterprise [5]. For example, the business data from contact should be stored, analyzed, data mined and relevant marketing strategies formulated by CRM's data warehouse. The business orders from contact should be immediately transmitted to ERP system, so that the production department can immediately organize raw materials and produce them. As special customers of the enterprise, upstream suppliers and downstream distributors also communicate with the enterprise through various contacts, so the integration with SCM is also necessary. The goal of integration at this level is to realize the informatization of the whole enterprise operation, not only to realize the sharing of information resources and the informatization of business management within enterprises, but also to realize the network cooperation and collaborative business among enterprises [6].

3.2. Inevitability of Customer Contact Integration

Customer contact integration is the inevitable requirement of the transformation from "product-centered" to "customer-centered" in the enterprise environment where the relationship between customers and customers is becoming more and more important, which is embodied in the following three aspects:

First, economic requirements. The capital, manpower, equipment, and other resources of enterprises are limited. Contact integration will optimize the resource allocation of enterprises in the whole contact system, optimize the resource allocation of enterprises in the whole process of enterprise informatization, realize resource sharing, reduce operating costs and improve operating efficiency.

Second, the requirement of customer interface uniformity. If the contacts of an enterprise are independent of each other, it may show that a customer receives a letter recommending a new product from the enterprise, a phone call with the same content and an Email with the same content at the same time on a certain day, which makes the customer extremely annoyed. To make matters worse, different contacts may offer different quotations and promises, which makes customers feel confused. Therefore, different customer contacts should form an interrelated whole, which can not only reduce the workload of customer contact and interaction cost, but also make customers feel the same corporate image from different contacts, and then establish corporate brand.

Third, the requirement of changing customer contact point into profit center. For a long time, the after-sales service and technical service provided by enterprises are a major part of the operating costs

of enterprises, and the expenses such as the salary, telephone charges and website maintenance fees of receptionists and artificial seats cannot be underestimated. If the expenses of these costs remain high and can't bring corresponding profits to the enterprise, it will be very difficult for the enterprise to transform to "customer-centered". Therefore, the key lies in reducing costs, improving efficiency, and finding the source of profit. The integration of customer contacts and the improvement of contact operation efficiency can easily acquire customer knowledge in the process of customer interaction and transfer it to CRM, ERP, SCM and other systems, which not only directly participates in the profit-making activities of enterprises, but also promotes the improvement of enterprise profits, and becomes an inseparable part of enterprise profit-making activities, changing the "cost center" into the "profit center".

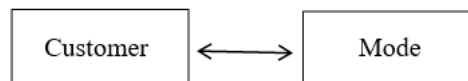


Figure 2: The relationship between customers and modes.

This diagram shows that the relationship between customers and contactless mode system is complementary.

4. Contact Integration Strategy

In the process of integration of enterprise customer contacts, we should also pay attention to adopting relevant strategies to promote the integration step by step.

(1) First of all, there should be a clear contact integration management goal. Drucker, a management master, believes that in an enterprise, any field whose performance and results have a direct and decisive impact on the survival and prosperity of the enterprise needs management objectives. Drucker also believes that enterprise management objectives should be multiple. Customer contact plays a decisive role in the survival and development of enterprises, which makes it necessary to have clear management objectives in the process of customer contact integration. Different enterprises may have different management objectives for different levels of contact integration, but, the management objectives of contact integration should include the following aspects: reducing costs and improving efficiency; Maintain old customers, open up new customers, improve customer satisfaction and loyalty, and show the good public image of the enterprise; Promote enterprise information construction, etc. Before the integration process, relevant personnel should have a unified understanding of the management objectives, and then they can gradually advance to the common established objectives [7].

(2) The most fundamental principle and starting point: to improve the process interests of customers and think for customers everywhere. That is to say, although cost reduction and efficiency improvement are also one of the management objectives of customer contact integration, if the cost comes down and customers feel inconvenient, it is definitely not the situation that enterprises want to see after contact integration. Enterprise contact integration is to better promote the customer relationship management of enterprises, and customers' feelings and opinions must be put in the first place. Improving customers' process interests and thinking for customers everywhere should be the most fundamental principle and starting point in the process of contact integration.

(3) Control of resources invested by customer contacts-determination of budget line and ROI. It is unrealistic for enterprises to make all customers feel 100% satisfied, which will make the investment of enterprise resources fail to get the due return. Just as it is impossible for an enterprise to invest several times more manpower and material resources than the standard in order to reduce the waiting time of customers to zero [8]. Under the condition of limited resources, how to maximize the

effectiveness of integration? This requires a control standard of resource input-the calculation of budget line and ROI. In the customer service department, the marginal revenue of capital and manpower investment is basically consistent with the situation in the production department, which conforms to the law of diminishing marginal revenue. Therefore, the enterprise can also use the production department's method of the optimal combination of production factors at the given cost to control the cost and expense of each contact point, determine the budget line, and take the improvement of customer satisfaction, the acceleration of operation process and the rise of corporate image as the related income to reasonably quantify, calculate ROI and control resource investment.

(4) Have a systematic view. An enterprise is a system, which consists of many interrelated subsystems. As a subsystem of enterprise customer relationship management system, the integration process of customer contacts must have a systematic view. We should consider not only the perfection of our own system, but also the connection with customer relationship management system, enterprise system and supply chain system. Therefore, in the process of integration, the system interface should be reasonably set, and resource sharing, data sharing and knowledge sharing should be emphasized, so that customer contact becomes an important subsystem of customer relationship management system and provides good interfaces for other systems, thus improving the efficiency of enterprise system.

(5) To avoid the rigidity of thinking and working methods. Although the enterprise should have a complete integration plan and operate according to the established plan before the integration of customer contacts, the integration of customer contacts, as a new measure of enterprise customer process management, can't be smooth sailing in the process, and may encounter various unexpected difficulties and obstacles. Therefore, the integration plan should be fine-tuned at any time with the new situation in the integration process. In addition, the integration process not only involves the reorganization of the enterprise's resources and processes, but also continues to communicate with customers during the integration process. In the process of communication, feedback opinions such as external customers' feelings and evaluations of some integrated contacts will be obtained, and these evaluations should also become important reference opinions for the adjustment of the scheme [9]. Therefore, the process of customer contact integration is a dynamic, flexible and multi-directional process. Attention should be paid to avoid the rigidity of ideas and working methods.

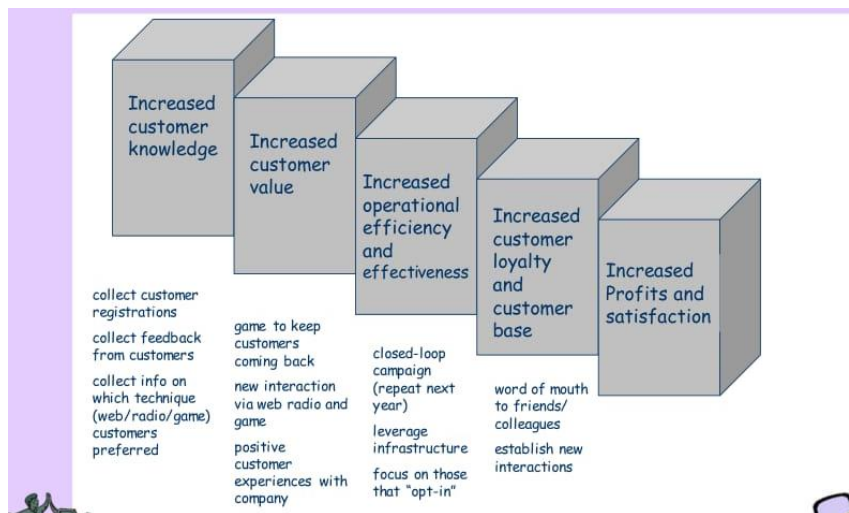


Figure 3: Mapping model.

5. Conclusion

In conclusion, with the improvement of consumers' personalized needs, various websites have provided consumers with more convenient aggregation methods and information aggregation technologies. This model is customer-centered and forms a new model of unbounded contact, which has great development prospects and further deepens the consumption relationship between customers and businesses.

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