

Analysis of the Role of Butler Pattern in the Community Management

Kexin Ma^{1,a,*}

¹Tianjin University of Commerce, Tianjin, 300134, China

a. 2607406934@qq.com

*corresponding author

Abstract: In community life, problems with neighbors are inevitable, and problems with the facilities in the house are also problems that everyone will encounter at the same time. Maybe the property will not solve these problems perfectly, they are usually not efficient, or they don't have any solutions. These problems are, to a large extent, detrimental to the lives of residents, who are unhappy with the present over time. At this time, the community needs some people to use another identity to replace the property to solve the problems of the residents to maintain the harmony of the community, and improve the service of the community. In this article, these people are called butlers. This paper focuses on analyzing the application of the butler pattern in the community, and in some cases, studying its role in community management. Through the analysis of its role to further improve community management and service, more people can choose a community because of the excellent community service. It not only makes the residents more comfortable, but also makes the community more famous, achieving a win-win situation. At the same time, this paper also hopes to attract more people who are interested in this pattern to speak out and build a better society.

Keywords: Butler pattern, residents' problems, community management, case analysis.

1. Introduction

This paper can often see some social news, which is similar to the conflict between neighbors, which is not solved in time resulting in bad social impact. This news shows that reconciling the conflicts between neighbors and ensuring the physical and mental health of residents is also a way to maintain social stability and promote the healthy and harmonious development of society. These problems usually lie in the inaction of property management. Therefore, this paper analyzes the butler pattern to enhance the ability of the community to solve the problems of residents, maintain the harmony of the community, and find out possible loopholes in the management and then correct them. through several cases, this paper also analyzes the existing butler pattern to extract advantages and disadvantages, explore the role of the butler pattern in community management, and further improves the pattern, so as to build a better community management.

1.1. Topic Selection Reason and Research Background

The concept of community was first proposed by The German social expert Tennes, and introduced into our country in the 1930s [1]. In today's era, the development of the community for every citizen is related to them, which will directly affect their quality of life and happiness, and the development of the community needs perfect management. In urban construction, the community is the basis of a very important position, in the role of social management, public service affairs is more and more prominent, under the rapid development of the social economy in the new period, residents' demand for public services is more and more diversified, which makes the community function gradually increased, strengthen community management is more important [1]. Community often have disputes between neighbors or homes have any facilities, these problems may not solve residents alone, and the problems may not solve the problem between the neighbors often may because solve the problem of the disagreement eventually evolving into a social influence of public events, it will not only affect the community itself reputation, also can affect the happiness of the residents in the community. At this time need someone to solve these problems, these people in the community are referred to as: butlers.

Community construction needs scientific and efficient community management. Social management is the application of the five functions of planning, organization, leadership, personnel and control to community work. It is the coordination organization of community affairs and pays more attention to efficiency and efficiency [2]. The butler pattern makes up for the lack of mobility and timeliness in the management of community property in terms of management means and management methods.

1.2. The Purpose and Significance of the Study

This paper analyzes the butler pattern in community management. Through the analysis of its pattern, it can be clear what role the butler pattern plays in community management and how to play these roles. Study whether this pattern has shortcomings in management, so as to check and fill the gaps and further improve the management of the community.

2. Analysis of the Status of Butler Pattern

2.1. Concept Introduction

The so-called community management refers to the self-management of community functional departments, community units and community residents on various public affairs and public welfare undertakings of the community under the guidance of the government [3]. The butler pattern refers to the system of community management, which sets up a post for a butler, and each butler claims to manage several buildings, so that all residents in the community can be roughly evenly divided under each butler. Each butler will have an owner group with the residents of each building, and each resident in the group can get the contact information of the butler through group chat, which is convenient for private feedback on problems. At the same time, the butler has a 24-hour online service, and the residents can report problems to the butler at any time, and the butler needs to understand and take appropriate solutions as soon as they receive problems. The daily work of the butler includes receiving and resolving problems reported by the residents in the building under his management, including but not limited to disputes between neighbors, unexpected problems with the facilities in the residents' homes, problems with the public facilities in the building under his control, and problems with the resident's reaction to the surrounding environment. The butler pattern aims to improving the management system of the community through the butler.

For example, in June 2021, the gas explosion accident occurred in the Yanhu Community market in Shiyan City, Hubei Province. The accident caused a public alarm about an hour before the explosion. And in the next half an hour, community related grassroots organization personnel also confirm the authenticity. But for the next 20+ minutes, no organization or administrative unit to evacuate the community and around the market, did not inform the dangers of incidents near the leak. This also caused that, at the time of the explosion, most people had no time to evacuate. It eventually led to a major safety accident involving more than 100 casualties [4]. In the case of the residents, they notified the property management, but still produced a great loss. Due to various reasons, the property management fails to timely inform the residents who do not know the situation. This time requires a butler to share the responsibilities of the property.

2.2. The Different Between Butler and Property

Residential property refers to buildings with residential functions and buildings for people to live in, as well as supporting common facilities, equipment and public places. Property management refers to the activities in which the owners and the property service enterprises maintain, and manage the houses, supporting facilities and equipment, and related sites in the property management area as agreed in the property service contract. Under normal circumstances, the property has a clear commuting time, and the communication channel between the property and the residents will not have the private contact information of the property management personnel, only the official channel. The work efficiency will be reduced with the limited communication pattern. During work, property does not immediately solve the problems of the residents, and in the whole community, all residents will reflect the problem on the same property, property received problem feedback quantity is huge, need to solve the problem one by one. It is easy to cause the backlog of residents to reflect that the problem cannot be solved in time, finally forming the low efficiency of the property irresponsible image. The butler pattern provides a channel for the residents to give feedback on their problems at any time. In the butler pattern, each resident can get the contact information of the corresponding butler, which greatly improves the efficiency of handling affairs, and also improves the happiness of the residents, making the residents feel that the community is indeed standing in their own perspective for their own sake.

2.3. General Content of Work

2.3.1. Comprehensive Management and Coordination

As a butler, in order to improve community management, the primary responsibility is to carry out comprehensive management and coordination within the jurisdiction. This includes, but is not limited to, daily maintenance, equipment maintenance, safety management, environmental sanitation and other aspects. The butler needs to develop and implement relevant management systems to ensure the normal operation and service quality of this pattern. In addition, the butler also needs to effectively communicate and coordinate with the owners, tenants, suppliers and other parties to solve all kinds of problems and disputes.

2.3.2. Community Construction and Resident Services

Butler plays an important role in community construction and residents' services. They need to organize community activities to promote communication and interaction between the residents. The butler also needs to solve the problems and needs of residents with high efficiency and quality, and provide quality services and convenience. In addition, the butler also needs to cooperate with the

relevant agencies and community organizations to promote the development and promotion of the community, and further promote the connection between the residents in the community.

3. Investigation and Analysis of the Examples

3.1. Case Introduction

3.1.1. Case One: Shanghai China Merchants Bay Villa

China Merchants Bay Villa Property Service Center serves the residents as a fundamental, and further improves the community service system that effectively connects government public services, convenience services and voluntary mutual assistance services [5]. Combined with community grid management, this community adheres to the “idea, quality, innovation, talent, science and technology” of these five central ideas, the whole community around its later work and plan deployment (Figure 1). Focus on the "seven hearts"-one is the heart butler, to provide owners with "first time" service. Second, the warm heart butler, creates a comfortable living environment for the residents. The third is a careful butler, tailored to the residents. The information and needs of the residents are recorded by them according to their characteristics, including their living habits, festivals, birthdays, activities, hobbies, and vehicles. They also send small gifts and sincere respect to the residents on special days. Fourth, the butler is dedicated to providing efficient 24-hour service to the residents. Fifth, the careful butler, to provide life advice to the residents. Six is the intimate butler. No matter what troubles the residents encounter, the butler is willing to listen to them and help them survive together. Seven is the peace of mind butler. As long as any concern about safety is reported to the butler, it will be eliminated for the residents.

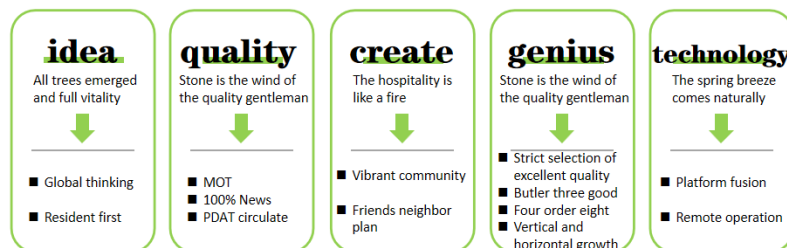


Figure 1: Butler service concept

Case One Analysis: The original intention of the China Merchants Bay Villa Property Service Center was to serve the residents. They put forward an innovative butler pattern service system, the comprehensive security residents demand in life, and at the same time put forward the "seven heart" focus, which makes all people, including residents have a clear understanding of the butler work and responsibilities. Compared with the fuzzy general rules and regulations, they have greatly improved. In this community, the butler plays a comprehensive role in the management of the whole community, and builds a bridge to communicate with the residents, making up for the lack of effectiveness between the property and the residents. In addition to improving the management of the whole community, the improvement of service quality improves the happiness of the residents, thus increasing the sense of identity of the community, and increasing its popularity, resulting in a win-win situation for both the community and the residents.

"We are more concept of service sector, mainly satisfy the owner, we just manage our community, garden and environment, if the owner satisfied they will build their own cultural environment, let the owner more in our community, improve our product premium and service premium, these are our future value", Star River Group vice president Huang Kesi told reporters [6].

3.1.2. Case Two: Vanke Butler — Service Covers the Whole Cycle of Housing Use

Vanke Property put forward the service slogan "something to help the butler" to solve the life problems of the owners at any time. With the increasingly diversified and personalized property service demands, Vanke Property has upgraded its butler service again, quantifying the number of butler service households per person. Before decoration, the property butler makes "Decoration Tips" in advance, indicating the decoration time, the location of the garbage pool, the size of the elevator and door, property contact information, decoration precautions, etc. In Shanghai Chunshen Wanke City, located in Minhang District, there is an old business owner. Because of mobility difficulties and because children are often busy with work, the elderly are often alone at home. On August 7, 2023, the old man found that he had finished his chronic disease medicine, and turned to Li Xingyou, the property butler. After learning of the situation, he immediately accompanied the old man to the hospital. [7].

Case Two Analysis: The butler service proposed by Vanke Property includes the residents in a full range, covering various services. Through the formulation of a series of targeted service regulations, the service content of the butler is standardized and the service quality is guaranteed. In the above case, the butler helped the elderly at home alone to see a doctor and buy medicine. From this example, it can be seen that the butler has established an effective way of communication with the residents by gradually infiltrating the daily life of the residents. Vanke property butler pattern making residents feel the community really consider for them, eventually making the whole community more harmonious, residents happiness will be accordingly.

3.2. Role Played in Community Management

3.2.1. The Uses that Need to be Covered

In the above butler pattern, in order to achieve the whole community coverage of the butler pattern, a lot of manpower and material resources must be invested in all aspects. At the same time, because the butler pattern of the most critical is the butler phone boot 24 hours a day which is convenient for any emergency and can respond in time, but also easy to cause, butlers sometimes need emergency work at night, and the same person long nights are easy to cause psychological and spiritual pressure, no one wants to see the result. In the daily work of the butler, the work efficiency will also decrease due to the poor spirit, which goes against the purpose of the establishment of the butler pattern: to improve the overall work efficiency of the community.

In addition, there is a hidden great drawback: if there is a link in the community and the butler has interests or has social relations, in daily life work will need to beware of the emergence of the following hidden dangers, such as: two disputes, whether because of the interests in the community or life, the butler will because of the special relationship between themselves and residents "deviation", so over time society this phenomenon will become more and more rampant, low atmosphere, other residents will reduce happiness, and community reputation will be affected.

In the actual work, some butlers have certain ideological deviations, insufficient awareness of the importance of community management, resulting in the management work being not able to open the situation and affect the follow-up process. Some butlers are eager for quick success and instant benefits, pay too much attention to the assault construction, and put the urban community management work on the surface, without a deep level of community management work [8].

No matter what kind of the above occurs, the expanded development will have negative effects on the community. From a macro perspective, it will not only affect the residents, but also the whole community, and may even involve the group behind the whole community, and the loss is unpredictable.

3.2.2. The Corresponding Solution

① For butler mental stress problems and invest a lot of manpower this problem, this paper suggests that enable "intelligent butler" platform, in the night of sudden problems will be feedback to the platform, according to the background receive AI after the audit will be similar to "fire", "pipe" such will threaten the life and property safety problem immediately feedback to the butler, other not urgent or after the feedback problem resident has wait until the second day in the notice to the butler, avoid disturbing the butler at night with small problems that are not urgent

② For the possible phenomenon of "pulling deviation", this paper suggests the implementation of online feedback after mediation. After the butler intervenes in the mediation of the two residents, they will send the news of "whether the mediation is satisfied" to the two residents. They do not respond to the news or have any feedback, and will default to the mediation work of the butler after seven working days, and both parties have no objection; If residents choose the message, property will call to ask, and after the investigation will be sent after screening to mediate and to the original butler to make corresponding processing measures. After the end of the measures to reflect the problem of the residents return, investigate whether he is satisfied with the results, whether to agree.

③ Promote the ideologically incorrect housekeeper to carry out ideological education, in the education to let them aware of the important position of community management in the community, the important impact on the residents. First of all, strengthen the community guidance from the policy planning, combine the macro and micro levels, and clearly present the goals and specific measures of community construction and management. Secondly, the community property should encourage and support the community residents to carry out community self-governance activities through the butler, help and support the community to establish a scientific and reasonable residents' self-governance organizations, and effectively supervise their functions.

3.3. Discuss the Prospects

3.3.1. The Butler Pattern Can Expand the Advantages of the Play

① The butler pattern makes up for the possible accumulation of work and low efficiency in the whole community management, which greatly improved the work efficiency and solved the problems in time. At the same time, the image of the community changed from the previous inaction of the residents to one of trustworthiness.

② The butler pattern solves various problems that the residents will encounter in their daily lives, naturally, the happiness of the residents will also improve, and the whole community will become more harmonious. When the butler pattern improves the work efficiency of the community, the reputation of harmony and efficiency in the community will also spread, which is a good thing for the community as a whole. It can not only expand its influence in the city, but also attract more residents to choose the community.

③ If the residents have the ideas and plans to start a business, they need to advertise, and they can contact the butler to advertise in the elevator, so that the entrepreneurs are exposed, the butler gets more income for the community, and the two sides have win-win cooperation.

④ The social forces seek the business model of community service, and the recorded data is provided to the community management agencies and public security agencies. In terms of the mode, the "butler" service of "responsible for the results" is adopted, that is, the local "electronic butler" operation service company charges security service fees (from the community government or residents' families), and the technology and artificial means are used to ensure the personal safety of residents' family property and residents in the community [9].

3.3.2. In Promoting the Harmonious Development of the Society

Under the operation of the butler pattern, the problems encountered by the residents in the community have been solved: without the disputes between neighbors, there is no need to worry about the home during working hours, making the residents feel happy, will pay more attention at work, natural work efficiency will be greatly improved, and can make a greater contribution to society. On the other hand, if the neighborhood is harmonious, there will not be any influential social news caused by disputes between neighbors, which guarantees social harmony.

4. Conclusion

At present, China is at a new historical starting point for building a well-off society in an all-round way and accelerating the construction of socialist modernization at the urban grassroots level. The significance of developing urban community management is more prominent [10]. Through in-depth analysis of butler patterns. It can be found in this paper that butler patterns in community management have played a series of positive roles, including maintaining the harmony of the community, making up for the lack of property mobility, deepening the connection between management and residents, improving the management of community services, and on a macro level, promoting the development of society. Some excellent community management systems can even expand the influence of the community to let more people choose the community because of good service management. The butler pattern has established a bridge of communication between residents and the community, so that the problems of residents, regardless of size, can be solved timely and properly, and the disputes between residents can be understood and mediated before the problems develop and expand, so as to prevent the situation from expanding and minimize the negative impact. At the same time, the residents can truly feel the implementation of the community in the management of the butler pattern, so as to establish a good and harmonious relationship with the community, and also facilitate the residents to make suggestions on the construction of the community. Due to time constraints, this paper did not conduct a questionnaire survey or interview, and did not investigate the residents' views on the butler pattern on a large scale but only borrowed others' reports. The next experiment will compensate for this drawback.

References

- [1] Liu Cong. (2012) *On Public Participation in Urban Community Management in China [D]*. Dongbei University of Finance and Economics.
- [2] Dongxia Zhao. (2004) *Research on urban Community Management Model in China [D]*. Dalian University of Technology.
- [3] Dahai Wang, Na Wei. (2009) *Community Management (second edition)*, China Renmin University Press, pp. 9.
- [4] Chen Tingting & Li Junchao. (2022). *Common security problems and solutions in community management under the perspective of public management*. *China Management Informatization* (15), 213-217.
- [5] Anonymity. *Housing and Real Estate*(2019). *Shanghai Merchants Bay Villa: butler service to build a harmonious, stable and happy community*. *Residential and Real Estate*, (01), 72-73.
- [6] Lina Wang. In 2015, *Star River has created a new benchmark for high-end property management*. <https://www.yicai.com/news/4730250.html>
- [7] *The Paper News*. From "what to manage" to "how to manage", from daily to surprise... the first butler service white paper released! *The Paper number government affairs*, *The Paper* https://www.thepaper.cn/newsDetail_forward_26747024.
- [8] Wenli Cheng. (2020). *Problems and countermeasures existing in the urban community management*. *Business* (30), 145-146.
- [9] Dapeng Yu, Xunwen Tao, Minhong Zhang. (2017) *Practice of community butler services responsible for outcomes [J]*. *Residential Facilities in China*, (07): 110-113.
- [10] Xiaozhi Wang. (2011) *Research on the development of Urban Community Management [D]*. Shandong University.