

Applying Service Design Methods to Build Up the Brand Values of Window & Door Hardware Enterprises

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Abstract: The economic booming has so far enabled Chinese People to live lives of higher qualities to a large extent. Together with the strengthened awareness of audience targeting and consumption structure transition, consumers have higher levels of requirement on things like, an easier accessibility to product information which interests them, an increased chance of being involved with products and an enhanced experience in product operation at the same time. The consumers would like to purchase based on the direct contact experience rather than being enticed merely by one-way mass advertisement. At current stage, redundant outputs in window & door hardware industries have intensified the repetition of similar styles, which, in return, breeds ferocious homogeneous competitions in industries. Therefore, window & door hardware companies are expected to rival the world with their unique brand images and the established customer loyalties for a stable and longstanding development in future. This article studied on the case of ASSAABLOY Guoqiang Hardware Technology Co., Let., took the expo as entry point in analyzing how to increase brand values of window & door hardware enterprises, indicating that large scale exhibitions show advantages in integrating the targeting groups relative to each other in profit interests so as to carry out the streaming and controlled plan and management of touch points in services at pre-, intermedia - and post-stage of the expo by using the service design methods, guiding users the information extractions directly through the sensory experiences, imbedding the brands of enterprises into customers' minds, accordingly increasing the brand values of enterprises in the end.

1. Introduction

In recent years, the development of window & door hardware business has been under dual stresses imposed by either intra- or extra- industries. On one hand, the firms are urged to solidify their strengths in responding to the official requirement of transformation and upgrade for environmental concerns; On the other hand, factors like products homogenization, increased number of new join-in firms, etc. have boost the fierce competitions inside window & door hardware industries. The performance of real estate accessories business fluctuates along the variation tendency of real estate industry development. Over the past one year, the overall size of the land that neither developers attained nor sold are far less than the average value, scale of the land that withdrawn from the reserve in 2018 comes to 3.6 times larger than that of 2017. It is foremost for window & door hardware enterprises to take actions in helping brands to grow their values in face of the harsh situation that real estate businesses create, seeking more development opportunities in shrinking market.

Holding expo is thriving in service business, it has become more influential to the achievements made in trade, technical communication, information interchange and economy cooperation, etc. (1) By attending the exhibitions, hundreds and thousands of the companies from the same industry and the products with similar features appear simultaneously in one place, which is a great opportunity for the enterprises to show their own strengths and make themselves rise above the crowd of

competitors. (2) By studying on the 25th China Window Door Facade Expo, we discussed in which way and how related could exhibition influences the brand image of window & door hardware enterprises, with the employment of theoretical approaches, we refined every possible way of contacts at pre-, intermedia-, and post-stage of the ongoing expo, then brought to conclusion in the end.

2. Pre-stage of Exposition—flowchart planning, managing touchpoints

Once the company decides to participate the expo, someone who takes charge of liaising and coordinating, who is accountable for the final outcomes of the exhibition no matter what it will be, is necessary for the following preparations. Within the 6 months before the exhibit opening, the person in charge needs to formulate a comprehensive plan which has three parts like advertisement, design and construction, exhibit materials included, and need to scheme out the thinking processes logically.

2.1 Affordable advertisement chosen for enterprises

There always have increased crowd flows during the exhibition, especially in the entry areas of regions, it happens that the crowds of people queue in the long line at the entrance to subway stations, ticket center and food court, etc. in most of the time, they are pretty much likely to look around and observe things surrounded, take the for example, the majority of people heading to the expo are professionals or those who work in related industries, by posting the propaganda advertisement of the company in places where the crowds are, or give presentations with lightboxes to grab the crowd's attention, particularly through the mutual communications among the crowds, concept of the company's brand could be embed into their minds. Nevertheless, advertising at places with the continuous increase of traffic price higher than those at which the crowd density is still low, to pick up the affordable designs of advertising for companies is very important. In service design methods, the streamed outlines of every contact moment between service providers and service receivers contribute to the latter modifications of the touchpoints in service, so as to improve the sensory experiences of the receivers. During the time of exhibit, ASSAABLOY Guoqiang integrate the touchpoints in advertisement and choose to print the propaganda information on the guidebook in purpose to impress the users with the company's brand when all of them take the guidebook as reference to the visit route, under the circumstances, the brand of ASSAABLOY Guoqiang will take priority in the users' consideration of visit due to the implanted brand impression in their mind, which finally encourage them to walk into the exhibit place of ASSAABLOY Guoqiang Hardware Technology Co., Let.

2.2 The design and construction of highly appealing exhibition stands

Beside of showing the products to target audience, schemes that featuring exhibition stands are functional as well, touchpoint of sight stimulates cerebral cortex primarily amongst the five senses, the first item that catches the eyes of users when they enter the hall is the individual stand from each company, thus the designs of exhibition stands decide whether users are eager to walk into for a view or not. Features like High dropped ceiling, brightness of high level, high arousal-corporate colors and the integrity of the exhibition stands will bring in increased customer flows normally. Moreover, not only the exhibition stands bearing strong senses of design look appealing to user, but also enroot the brands and images of companies in users' minds.

With aims to improve the users' experiences as a whole by the end, from planning to carrying out and then to the completion of the programs, service designs can be specified from two aspects including touchpoints design and five senses optimization. By using the service design methods, compared to the previous performances, ASSAABLOY Guoqiang swops the authoritarian way in which they used to pick the final solutions of design, candidate schemes are selected primarily from a large pool of participants and three of them start site bid on the program, the best option is determined by scoring weight values and comparing in wide range.

2.3 extensive attention and available service materials

Advertisement and stands design are part of preliminary works to be done respecting the introduction of company's brand image into customer's mind based on the visual experience of users, when users walk into the exhibit area, available service materials are of greater importance to companies. First of all, users get brief knowledge of the brand and products of enterprises from the brochure released at the door; secondly, when they come in taking a close look, there should have some interpretative materials accessory to the products on display to show them the characteristics of products; Thirdly, some of the users who have had in-deep understandings of the products and require negotiations or seek future opportunities in cooperation would be invited to the seating area, tea, beverage and snacks are served to prolong the stay of users at stalls, the longer they are lingering, the more they are impressed by the brand images; lastly, when users are ready to leave, business cards and small gifts should be delivered by sales people to get the users to love the brand more. Design processes initiate at the point when customers enter the stall and can be detailed into pre-intermedia- and post-stages, through the physical touchpoints modification and differentiated services enforcement, it's much more likely for customers to accept the brand from the deep hearts.

3. Intermedia-stage of Exposition—on-site services, comprehensive optimizations

3.1 Five senses-based design and construction of exhibition stands

Human body receives the sensory information through sensors, five senses refers to: sight, Hearing, smell, taste, touch. Users are always turn to things that visually attractive and have senses of design, thus the overall appearance of the stand for display forms the most intuitive image by sight. In 25th China Window Door Facade Expo, ASSAABLOY Guoqiang divided the exhibition stage into sections with different functions, such as exhibition zone, experience zone, rest zone, conference zone; in a well-proportionated space, at the suspended ceiling's height, pendant designs of brand and slogan of enterprise are easily to be seen from distance which could serve as route sign as well; stand as a whole would be white-colored and furnished with spotlights in large amount in order to enhance the identity of exhibition, the high brightness of exhibition stand looks classy and more appealing to the crowd of visitors; VI standard color and logo are largely used in demonstration, then the brand image will jump into the mind of customers once they have demands on the products; the products are used to be attached to structural wall alongside the descriptive text, however, users are hardly to read through the descriptions in circumstances of chaos which lead to the tour ending with incomplete experiences, by optimizing the visual feedbacks, the script could be transformed into the schematic diagram of products which is denoted by interpretations, users get ideas of how the product works within limited times, meanwhile, the additional large lightbox and IPAD working together with structural walls and products present viewers an accurate show with excellent details of products, IPAD assists in creating more application scenarios and dynamic videos in introduction, not only through the physical contact, but also by immersing users themselves into the application scenarios, sight sense is enriched as an enhanced experience element thereafter.

The reason why auditory experience should be improved is that high crowd flows in exhibition hall increase the disturbing chaos, how to effectively reduce the mingling noises surrounding the exhibition stands, to avoid the possible negative emotions of users aroused in the period of product experiencing, medical researches indicate that among the five senses, auditory system is fragile the most to external factors by which brain nerves are stimulated to cause feeling of being disgusted and fretful, hitherto, to the service providers, it is important to know how to put down the unhappy sounds on site. At the pre-stage of design, exhibition stands are divided into several functional regions and each of them is isolated by thickened structural walls, users who are communicating on the experiencing tours are separated from those who are talking in conference zone, VIP room are confined area free of noises which would be circled with structural walls and glasses, play the soft music at 40 decibels to ease the irritabilities of users increased by the bothering noises in exhibition hall. Optimizations made on improving the hearing sense of products probably make no difference to

the recognition and acceptance of brand images in customer's mind, in spite of that, it will definitely reduce the sad mood experiences that customers have for brand images.

Sensory information received from the olfactory and taste organs contribute less as key elements in practical to the service improvements in exhibitions, to perfect the smell experience in exhibitions, the minimization of irritant gas emissions is required, while replacing instead with pleasant-smelling scents in users' favor. Stands are usually built and furnished just a day before the opening of exhibitions, the whole space will be saturated with nasty smells of mixed scented oils, glues and woods which are never easy to be get rid of, thereupon, before the start of the show, fans are used to suck the irritant gases from the air so as to reduce the negative emotions of users as much as possible, green plants are helpful for deodorizing, placing lily in different areas will improve the users' sense of smell. Desserts, snacks and freshly grounded coffees are recommended to be served in bar area, creating a relaxing, warm, family-like atmosphere in rest zone works effectively in improving the senses of smell and taste in service experience.

During the exhibitions, sense of touch is gained through the direct contacts with products, users start to know what it exactly feels like to operate with hand-on experiences, how smooth the designs are, and whether it will be stuck somewhere between the operations of opening and closing. All of the problems would exert direct influences on user's attitudes towards the products, and on their beliefs in the brand of enterprises in advance.

3.2 Onsite service to refine the elements that critical to touchpoints experience

In the field of service design, touchpoints are generated through the cross talks amongst factors like services, circumstances, communications and products, etc. between service provides and receivers (Brian Gillespie, 2014). There are many categories of touchpoints which can be divided roughly into physical touchpoints, digital touchpoints and social touchpoints. (3) With a process management of these three types of contacts, the timeline touchpoints design could be accomplished. There used to have less interactive service procedures in previous expos, users simple tried products displayed in every stall on their own and then hurried away, leaving behind an incomplete experience with less knowledge on the product attributes. Seeing through the flowchart of service plans, how to optimize each touchpoint in serial service contacts will be well informed which helps to implant the image of brand within consumers' minds. For example, when the users get access to exhibition stands and walk past the aisles next to receptions, they usually pick up documents for product introduction at receptions, it would be kind of optimization we suggested if receptionists could hand out the envelopes with both hands, give the customers a welcoming smile and show them what professionalism is, service receptionist should remark on registered information and collect name cards in consideration of the clients approaching aftermath. Attendants should accompany the users on their product experience with clear interpretations and presentations, meanwhile, lead users to the rest zone for more discussion, bartenders politely deliver tea and snacks to users at table in the first place, letting them realized that have been treated with good services. Companies seek ways to impress the users with beautiful service performance which aid to form the customers' minds with prominent brand images.

3.3 A progressive improvement of customer traffic flows be virtue of new media and off-line activities.

As the fastest and most spreadable form of media in broadcasting, new media is considered to be a key channel for brand promotion that introduced into exhibitions. For the limited accommodation of participants during the show, digital ways to connect the world inside and outside the exhibition halls work well in expanding the attendant volumes by going the rounds. In the period of the expo, gifts are prepared ideally to grab the attention of the online users, in order to pile up the "like" click as many as possible to win rewards at receptions, users are encouraged to follow the public account of enterprises, share or forward articles though their individual online social connections which will spread the brand images wide and fast due to chain reactions, brand promotion of enterprises will be implemented in large scope as result.

4. Post-stage of Exposition—data collection, summarization

There are three main groups being active throughout the exhibition period: the staffs, professionals and normal tourists. The backstage data collected from the user registration and tickets sales indicate who and how many in total join the show, and contribute to the calculations of crowd flow rates in each stall so as to spot the target audience and gauge furtherly the level of brands promotion at the show. Decisions made on the strategic direction of company development is data-driven today, regarding the methods used in service designs, five Elements innovation theory advocates a data-based generation of strategic enterprise management, and then strategy will help to improve the leadership skills in workplace, charming, authoritative and qualified leaders encourage the development of employees' execution capabilities, companies herein have their unique cultures to propel the creativity of employees through the internal environment and their own mechanisms, data that beneficial to enterprise development will be collected again with the aids of original tools and talented staffs, a closed loop connected by mutually dependent elements as 'metal', 'wood', 'water', 'fire', 'earth' which corresponding to 'data'--'strategy'--'leadership'--'culture'—'creativity'—'data' is formed (Figure 1), Not only the view counts , but also the customers' information can be received through exhibitions, new users identified through analysis and selection will enter into contact lists of the outbound tele-makers, while the relationship with the existing customers will be maintained in order to keep a stale customer base for future consistency in enterprises' developments. Exhibition services as a whole should be debriefed by staff aftermath, suggestions on how to improve the key elements in service are encouraged, and this is an effective way to build up experiences ahead of the launching next round.

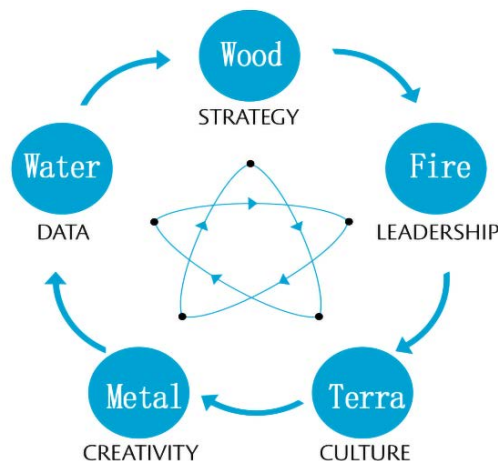


Figure 1. Structure chart of Data, Strategy, Leadership, Culture and Creativity

Competition amongst enterprises has become increasingly evident, people with outstanding service performance attempt to maintain touchpoints created by providers and receivers as many and versatile as possible, in view of that, customer stickiness and their trust on products are increased. Therefore, between the service providers and receivers, scattered and indistinctive touchpoints should be integrated and effectively transformed; it's a key step towards the successful service design. (4) Service design reinforce the user's awareness of brand by optimizing every touchpoint showing up across the exhibit procedure, in the era filled with diversity, it is never easy for users to remember all brand names of one product category, companies sitting at top20 occupy nearly 80% market shares, whoever desires a breaking-through performance from these 20, awesome brand promotions are indispensable for the accomplishment besides the requirements on product innovations and qualities, expo works effectively to enhance customers' recognitions of the brands and build up the brand values of enterprises under multi-architectural structures supported by pillars of products, brands, channels and services.

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