

# Study on the Service Quality Evaluation of Customer-Centric Third Party Logistics Enterprises

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**Abstract:** Based on the steady improvement of china's economic level, the logistics industry has ushered in a huge opportunity for development. As the main body of the logistics industry, the survival and development of third-party logistics companies rely mainly on the quality of customer service, and the evaluation of corporate customer service quality is helpful the key to building a complete and scientific service quality system for third-party logistics companies is to improve customer satisfaction. Based on this, this article makes an in-depth analysis of the service quality evaluation of customer-centric third-party logistics companies.

## 1. Introduction

With the large-scale expansion of China's market, the traditional logistics industry has not been in line with the increasing logistics demand. Against this background, third-party logistics companies have gradually emerged. Although third-party logistics is an emerging industry that is still insufficient in terms of theoretical basis and practical experience, compared to traditional logistics companies, the development of third-party logistics still has huge advantages and potential. Looking at the development of third-party logistics companies at this stage, because the nature of the company is a service-oriented company, customer satisfaction has become the key to whether the company can obtain a competitive advantage in the market. Therefore, companies need to provide high-quality services Quality evaluation provides a basis for enterprises to build a sound customer service quality system, and promotes stable and long-term development.

## 2. Development Analysis of Third-Party Physical Enterprises

Due to the complexity and diversification of the development of the national economy, the fierce competition in China's market is intensifying at this stage. In this context, the development of logistics interaction presents a complex and extensive development trend, coupled with the gradual refinement of China's market division of labor, so that current users have higher standards for service requirements, which are specifically reflected in customer service High efficiency and timeliness, which makes current general enterprises unable to carry out professional logistics services. The birth of third-party logistics companies can help companies effectively reduce operating costs and obtain advantages in terms of price, information, supply speed, and services. During the development and operation of the third-party logistics company, the client company will hand over the logistics business to the third-party logistics company and pay the relevant expenses, while the client company does not need to build a separate logistics department within the enterprise and does not need to continue investing. A large amount of funds to maintain the operation of personnel and equipment, and help enterprises obtain more variable costs [1]. In addition, customer companies can also use the service functions and network functions of third-party logistics companies to improve their customer service levels, while promoting corporate credibility, and promoting corporate marketing effectiveness. In addition, the cooperation between the company and the third-party logistics company, through the full use of the logistics company's distribution and transportation network, achieves the improvement of the effectiveness of the survival flow turnover, and thus prevents the company from being affected by inventory risks during the operation and development. In short, the birth of third-party logistics enterprises is not

only the inevitable result of constant market competition, but also the inevitable result of new management innovations in the current stage of enterprise development, providing an important driving force for the development of China's logistics industry.

### **3. Research on Customer Service Quality Evaluation of Third Party Logistics Enterprises**

Based on the rapid development of information, network, communication and other technologies, the network and the current economic market in China have undergone continuous integration and transformation. However, if third-party logistics companies want to seize the opportunities in the continuous change and play of the times, they must The development of management work attaches great importance to the refinement and improvement of the service system in combination with its own development opportunities. Through the improvement of customer trust and support, it improves the effectiveness of corporate customer service and provides guarantee for the stable development of third-party logistics companies. [2].

Throughout the current research of the third-party logistics industry in the academic field, many research results have been produced over time. Some scholars have conducted in-depth analysis and research on the enterprise service evaluation system based on their own experience and the current status of the development of the third-party logistics industry. For example, Yan Tingting and others put forward the construction of a customer-centric service evaluation system, and put forward new management suggestions and management ideas on how to handle customer relationship management, which played a vital reference role; Lei Ming and others based on the current stage The current status of the development of the third-party logistics industry adopts a questionnaire to conduct in-depth investigations. Finally, 25 specific indicators for customer service quality evaluation are obtained through analysis and research, and a comprehensive evaluation index system model is constructed based on this. In addition, use the DEMATEL method to carry out scientific evaluation and research of personalized service for third-party logistics; Nie Miao and others combined with in-depth research on the development of third-party logistics companies, and based on this established a comprehensive CRM framework, using this framework to achieve Customer management and division; Niu Xiaojing and others conducted an empirical study on the customer division, relationship management, and marketing model of the third-party logistics company based on actual conditions; Chen Jiali and others evaluated enterprise customer satisfaction based on the application of SEM Research, and through the introduction and application of multiple models, and then provide a sound and scientific theoretical basis for the construction of the service index system.

### **4. Analysis of the Development Status of Third-Party Logistics Companies At This Stage**

Due to the continuous surge in logistics demand, more and more logistics outsourcing services are undertaken by third-party logistics companies at this stage. After outsourcing logistics services, client companies can focus on the development and expansion of core business. However, in the process of outsourcing business development, the influence of various factors has caused information asymmetry between client companies and third-party logistics companies, which has led to the inability of enterprises to obtain accurate and timely information on third-party logistics [3]. In this case, the company cannot measure the logistics distribution center that conforms to its own development, which affects the development of the company, even severely hinders the creation of the company's economic benefits, and causes a large number of customer losses.

During the operation and development of some third-party logistics companies, the importance of service quality was not correctly recognized. During the specific logistics service period, there were phenomena such as underground staff quality, lack of service concepts, and damage to logistics products, which led to the inability to improve the service level of the company. The construction of corporate image will even restrict the creation of economic benefits for third-party logistics companies.

The so-called “customer-centric” means that during the operation and development of an

enterprise, the development of its work and business needs to focus on the needs of customers, the key point, and the development purpose is to improve customer satisfaction. However, some third-party logistics companies choose to turn a blind eye to the needs and opinions of customers because of too much pursuit of economic benefits during operation. If the provision of logistics services fails to meet the specific needs of customers, not only will they lose customer loyalty to logistics, but also it is a waste of manpower and resources and affects the stable development of enterprises in the fiercely competitive market.

## **5. Measures to Improve Customer Service Quality of Third-Party Logistics Companies**

If the enterprise has comprehensive and real-time information resources during its operation and development, it can help the company to be in an advantageous position in the market development process. Only by fully grasping the information of partners and markets can an enterprise further provide guarantee for the improvement of its product quality and service effect. Help companies to achieve dynamic and effective balance of costs and benefits, and promote their stability in the market. In order to further eliminate the problem of confrontation between the Ministry of Information and Information Technology, enterprises can strengthen the grasp of corporate information in combination with specific situations and: (1) Build and improve information systems based on their own economic conditions. The system needs to include information sharing functions and information. Communication function; (2) Enterprises need to update information regularly to improve the timeliness of information. (3) In the cooperation process of other enterprises, it is necessary to establish direct contact in accordance with specific circumstances, and to minimize the occurrence of multiple transmissions during the information dissemination between the two parties; (4) The enterprise needs to strengthen the management system, and to the enterprise according to the specific situation The ability to identify information has been continuously strengthened, thereby avoiding information asymmetry during the cooperation period. (5) In the process of information transmission and acquisition, enterprises can use the application of information tracking technology to further enhance the transparency of information acquisition, thereby helping enterprises to improve the accuracy and real-time information acquisition [4].

The third-party logistics enterprise is a service-oriented enterprise, so the quality of service directly affects the creation of economic benefits of the enterprise, and at the same time reflects the level of enterprise development, which is the core competitiveness in the logistics industry. For third-party logistics companies to further improve service quality, they need to infiltrate service quality reconstruction and enhancement into various stages according to their own development conditions, in order to improve the overall service quality of the enterprise. The development of work at each stage includes the stages of planning, inspection, implementation, and disposal. During the development of specific work, no matter what stage it is aimed at, it is necessary to continuously optimize and rebuild the specific content, management, methods and technology of the work, to strengthen the customer's attention to service quality perception and evaluation. During the specific operation and development period, the customer-centric concept will be infiltrated into all links and stages to deeply explore and eliminate the disadvantages and problems existing in the current development process of the enterprise, so as to effectively improve the quality of customer service and avoid the phenomenon of large customer loss. Because of this, third-party logistics companies should learn to dynamically adjust their service quality to provide guarantee for the long-term development of the company [5].

Enterprises need to fully learn from and absorb advanced domestic and foreign experiences, and use this as a basis to integrate customer service management, customer relationship management, production management, procurement management, order fulfillment, demand management, product promotion and other processes to ensure that the overall process has clear outputs and inputs. Only in this way can we provide a guarantee for the rational and orderly integration of the supply chain, achieve a substantial increase in resource utilization, and fully reflect the value and role of resources.

If a third-party logistics company wants to further build a perfect quality service system and

improve customer satisfaction, it needs to focus on the customer relationship management, and according to the customer's specific situation, all customers are carefully and comprehensively carried out at different levels and different angles. Reasonably divide and maximize the value and role of customer resources by strengthening customer management processing. For different enterprises, customer relationship management can be regarded as a corporate strategy in some aspects. In the process of enterprise development, different customers play different roles and values. Therefore, companies need to take reasonable measures to accurately locate the customer value. Larger enterprises need to increase their attention and investment, and must not cause serious economic losses due to large customer loss. In addition, the division of customers also includes benign and malignant customers. During the development period, the company needs to fully understand, pay attention to the retention of benign customers, and remove the malignant customers in time to avoid negative impact on the development of the company and promote the long-term development of the company.

For the construction of the service quality system, enterprises need to combine the specific situation, adhering to the principles of adequacy, feasibility, scientificity, quantitative and qualitative, and build a multi-level indicator system based on the perspective of the customer. The indicator system is divided into three specific Level 1, where Level 1 indicators include service capabilities, information management capabilities, operational capabilities, and development prospects, while Level 2 and Level 3 indicators are detailed refinements of these indicators, which are embodied in:

## 6. Conclusion

In summary, in the context of increasingly fierce market competition, how to promote the long-term development of third-party logistics companies has become the focus of leaders' attention. With the personalized development of customer needs, companies need to fully understand the importance of customer service quality. In the current development process, they actively establish a customer-centric concept, take scientific measures to build a comprehensive service quality evaluation system, and serve corporate customers. Provide the basis for quality improvement.

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