Research and Analysis on the Training of Standardization of Customer Service in Power Enterprises Based on the Background of Linguistics

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Abstract. Electric power enterprises are an important part of the national economy and a bridge connecting electric energy services with the public. Electric power enterprises provide high-quality electric power services for the majority of residents. Therefore, it is necessary to adopt standardized terms. Service standardization is a powerful guarantee for the service operation of electric power enterprises, improving the efficiency of service services of electric power enterprises, and improving public satisfaction. The use of standardized language in the process of customer service is an effective measure for enterprises to improve economic efficiency, and it is also an important means of internal standardization management. Therefore, enterprises attach great importance to standardization work and continuously improve the standardization management level of enterprises. It is very necessary to standardize the basis for promoting technological progress, improving product quality, service quality and engineering quality of enterprises, and is an effective means for enterprises to improve operational efficiency. An important tool for enterprises to achieve scientific management. The establishment of customer service standardization terms requires the specification of standardized terms in the context of linguistics to lay a good foundation for better customer service.

1. Introduction
Standardization is the basis for promoting technological progress, improving product quality, service quality and engineering quality of enterprises, and is an effective means for enterprises to improve their operational efficiency. It is also an important tool for enterprises to achieve scientific management. Paying attention to the standardization work of enterprises and continuously improving the standardization management level of enterprises themselves is of great significance to the long-term development of enterprises. Since the time for standardization of power generation in China is first and foremost, the level of standardization is not the same, and the development is extremely uneven. There are significant differences in the ability to write standardized language, the degree of rationality, and the release and implementation of standardization among different power companies. With the development of contemporary applied linguistics, in the context of this era, it is of great practical significance to build the capacity of customer service standardization in China's power companies in the context of power linguistics [1].
2. The origin of the linguistic professional background

Universities at home and abroad have established undergraduate majors in applied linguistics or closely related majors. According to the needs of the region's economic and social development, combined with the correct educational ideas, the school and the professional training objectives will be positioned to determine the training specifications; the training plan will be formulated according to the training objectives and specifications; and the training will be formulated according to the training objectives and training programs. The path is also implemented; finally, the cultivated talents, that is, the training results, are fed back to the society, and the social inspection is conducted, that is, whether the talents transmitted to the society by the school can meet the needs of the society; feedback to the school, and the graduates trained in the school Whether the quality is in line with the orientation of the school's professional training objectives, and talent training must be evaluated with educational ideas [2]. If the trained professionals do not meet the requirements of social development, the school must adjust the professional talent training objectives and training programs to obtain the training results that meet the requirements. This process is a cyclical, continuous process. In this way, qualified linguistic talents can be trained.

2.1. Construction of Standardization Terms for Customer Service in Power Enterprises

A power enterprise is a large-scale enterprise. In order to form a unified standard service model throughout the country, it is necessary to use service standardization means to simplify business processes, standardize management mechanisms, solve daily problems, and promote social harmony. The results achieved provide an example for other power companies to standardize their services and provide experience. Construct a reasonable and complete standard system. After the completion of the standard system, the standard publicity efforts will be intensified, and the staff and the general public will be more comprehensive in understanding the standardization work; strict standards implementation, standard and standard services, and service-based standards will completely eliminate the arbitrariness of work and avoid The service standard system is out of touch with the actual work, ensuring that all standards are effectively implemented[3]; strengthening supervision and evaluation, continuously improving and perfecting the supervision and evaluation mechanism, ensuring the smooth implementation of various standards; establishing a long-term mechanism, adhering to the administration according to law, and striving to standardize service terms Incorporate into the institutionalized management track.

2.2. The overall framework of standardization terms for customer service in power companies

The standardization terminology of power enterprise customer service created by means of service standardization means its experience in service standardization construction mainly includes:

2.2.1. The standardization work is based on the actual work of itself. By integrating power enterprise services, clarifying work processes, setting up service standard systems, and carefully formulating service standards, forming a service standardization work network for power companies that is horizontally and vertically, seamlessly covering, and improving the comprehensive coverage of standards systems and standards, and improved The standardization level of the public service industry of the entire power industry [4].

2.2.2. Continue to promote service standardization of service for power enterprises. The standard complex established by the service of power enterprises has dynamic adaptability, and timely adjustments are made according to changes in internal and external environments to ensure that the support of standardization for the service business of power companies continues to play.
3. The importance of improving the ability of customer service standardization in power enterprises

3.1. The inevitable requirements for the development of the electricity market
China's power market has an amazing development speed, and power will form a competitive landscape with multiple parties. With the improvement of living standards, power users have not only satisfied the basic needs of power supply, but also have a high pursuit of power safety, power quality and power supply reliability. The development of distributed energy in the future will also make users' requirements for power supply enterprises more stringent. Power Enterprise Customer Service Power Enterprise Service As the main channel for communication between power supply enterprises and power customers, in the new situation, we must keep pace with the times and re-orientate ourselves according to the new needs of customers to create quality services [5].

3.2. Establish a window of good corporate image
Power Customer Service The power company serves the power enterprise customers, and its business scope includes accepting users' fault repair, business consultation, information inquiry, complaints, reports, suggestions, opinions and praises. In the power supply enterprise marketing system, the power enterprise customer service platform plays an irreplaceable role. Through automatic voice and manual services, the telephone platform is used to bridge the gap between power companies and power users, providing power customers with more comprehensive, transparent, faster and better services. To a certain extent, it has narrowed the distance between the power supply enterprise and the customer in time and space. It is of great significance to improve the customer service level of the power supply company, establish a good social image, and create a domestic and even international first-class power supply enterprise [6].
3.3. Optimize service costs and improve work efficiency
As the most convenient platform for two-way communication between power supply companies and customers, the comprehensive service of power enterprise customers can optimize the service cost of enterprises and improve the efficiency of enterprise work. Through remote voice communication, the power supply company can timely understand the customer information in detail, and achieve good interaction with the customer, which greatly reduces the traffic and time cost of customer service. Taking the most common power failure repairs in power enterprise customer service as an example, after effective communication with the customer, the agent will provide the relevant types of faults, scope of influence and responsibility to the relevant repair personnel in a timely manner, so as to be targeted and avoided. The futile work of the repairman.

4. Effective measures to improve the standardization of customer service management in power companies

4.1. Strengthening the emphasis on standardization of power companies
The important process of standardized management of power companies is the development of standardization work. Therefore, the leadership of the power company should change the work style of the individual's arbitrary work, and incorporate the awareness of standardization in daily work, so that all employees can consciously carry out standard management. The attention of power industry leaders is the key to the standardization work of power companies. Complexity and system city are the characteristics of standardization work. All aspects of production and operation of the enterprise are included. Therefore, the coordination of this work is becoming more and more difficult. Therefore, it must be highly valued by the leaders in the process of development. Strong support.

4.2. Cultivate talents for standardization of power companies
The support of specialized organizations is the basis for standardization of power companies, but this work is ultimately done by standardized staff at all levels. At present, the level of standardization of power companies in China is relatively low. To improve the quality of customer service terms, it is necessary to vigorously carry out the research work on standardization of power companies and the work of standardization professional training. Different training methods are also used in the process of training standardized staff. For example, the need to promote standardization work is mainly for the leadership of power companies and general management personnel, and the basic knowledge of standardization work is taught to them. The focus of the training is mainly on the professional staff of
the standardization work. The experts can be invited to teach, or the professionals engaged in the standardization work can be level-qualified, so that the standardization staff can fully grasp the standardized management knowledge.

4.3. Strengthen the standardized supervision mechanism

In the process of reviewing standards, we must be careful and careful not only to review the content, but also to strictly review the standard expressions and punctuation. Whether the standard customer service terms are reasonable and advanced is the focus of the review of power companies, and power companies should organize professional key points to review important standards. At the same time, power companies should not pursue the structure too much when they introduce standards. They must supervise the process of introduction. Only when the standards are mature can they be introduced. In this process, review, approval and release must be carried out in accordance with strict requirements. The external and internal power companies should focus on the standards that have been approved for release, and can carry out a series of publicity work such as group study, presentations, standard examinations and special discussions. This is mainly because the important premise of the development of power enterprise standardization work makes employees Mastery and understanding of standards. Power companies should resolutely implement standards for formulation and release. The main reason is that the basis and guidelines for the work of power companies are standardization. Therefore, the power companies should establish a standardized assessment and supervision mechanism, and integrate the implementation of the standards within the scope of the power enterprise's assessment of the economic responsibility system, so that the enterprise standardization work can be further carried out.

Figure 3. Building customer service model by combining power internet

5. Effective measures to improve the standardization work of power companies

5.1. Raise awareness and attention to standardization work

Standardization is the only way for power companies to use their customer service terms to become specialized. The leaders of power companies must change their individual work style, implement the standardization consciousness in their daily work, and strive to turn standard language into the conscious behavior of all employees. The key to doing a good job in standardization of power companies lies in
the attention of power industry leaders. Because it is an extremely complicated and systematic work, covering all aspects of production and operation of the enterprise, it is very difficult to coordinate this work, and it requires the leaders to give high attention and strong support.

5.2. Strengthen the construction of standardized talent team
The standardization work of power companies is inseparable from the support of specialized organizations, but this work ultimately depends on standardization personnel at all levels. The level of standardization of power companies in China is not high. Therefore, it is necessary to vigorously carry out exchange seminars and standardization training for power enterprise standardization. When conducting the research, the same type of power companies can exchange common problems faced by enterprises, and improve the standardization level of the enterprise by drawing on the good practices of other power companies. Training for standardization personnel also varies from person to person. The leadership of the power company and the general management personnel are usually the propaganda of the necessity of standardization work, and the basic knowledge of standardization work is instilled in it. For standardization work professionals, it is necessary to concentrate on training. It is best to ask experts to teach, and if necessary, to certify professionals who are engaged in standardization work, so that standardization personnel can be urged to familiarize with the standard approval and release procedures. And writing methods to master standardized management knowledge.

5.3. Strengthen the development, implementation and supervision of standards
The standardization work of power companies must first establish standards of operability. The review of standard customer service terms should be carefully and carefully reviewed. The content should not be limited to content, and statement expressions and punctuation should be subject to rigorous review. Power companies should focus on reviewing whether the standards for customer service terms are reasonable and advanced. For important standards, relevant experts are required to conduct a review. Power companies should not be eager to achieve standards, should be mature, and introduce one, in strict accordance with the procedures of review, approval and release. After the standards of the power companies are approved for publication, various publicity work should be carried out inside and outside the enterprise, such as organizing group study, conference presentations, panel discussions, and standard examinations. Because employees are skilled in mastering and understanding customer service language standards are important prerequisites for companies to carry out standardization work.

6. Use the standard system after the term effect
After using the standardized terminology and unifying the standards in the customer service language, the power companies have the following obvious effects:

6.1. Content innovation effect is remarkable
At present, the standardization work of most power companies in China is still in its infancy, and there are a large number of standards for various types of hard-working sets. Standardized content innovation is imminent. With reference to national and industry standards, combined with the unique qualities of power companies themselves, we will focus on customer needs and develop a new standard customer service language system with personalization and humanity. According to the dynamic changes of the market, the customer service terminology standardization system is continuously updated, and the standard is revised in real time to maintain the standard matching and applicability. Focus on strengthening customer service language innovation.
6.2. Mechanism innovation is very important
The human resources of power companies need to formulate plans for introducing standardized customer service language-related training. At the same time, they must do a good job in training standardized personnel, so that relevant personnel are familiar with the characteristics and production and operation status of power companies, so that they can better plan for standardization development. Establish a sound standardized customer service language incentive mechanism. Through the incentive mechanism, we will promote the innovative development of the standardization research work of customer service language in power companies, improve the enthusiasm of employees for standardization work, promote the smooth implementation of the standardization system, and enhance the competitiveness of power companies in the market.

6.3. Staff training is very beneficial
Take the power enterprise customer service term system as the standard, standardize the behavior, clarify the punishment, and ensure that the power company operates according to law. Promote the construction of standardized customer service terminology, do a good job in implementing various systems, establish a sense of standardization operations, strengthen overall quality management, focus on standards, increase standardization of publicity, and strengthen standardization training for employees to learn standardized customer service. Mainly used, the implementation of standardization measures, the pursuit of standardization work excellence, attention to detail, invest a lot of time and energy, with the spirit of craftsmanship, patience, focus on improving customer service levels, and promote the standardization, procedural and scientific management of power companies.

7. Conclusion
With the deepening of the macro-reform of power companies, it is imperative to improve the customer service work of power companies. In order to meet the requirements of market economy development, power companies must carry out standardized management innovation, adhere to the principle of advancing with the times, and strive to improve the standardization of corporate customer service work. Starting from the actual situation of power companies, we will clarify the shortcomings in standardization management and constantly explore the advanced standardization management system suitable for enterprises. Therefore, it is necessary to adhere to the people-oriented standardization management concept, fully mobilize the enthusiasm and autonomy of employees, and play their

Figure 4. Standardization satisfaction of customer service language in power enterprises
innovative role. By introducing advanced standardized management services, we can better adapt to market demand and win the leading edge of the market.

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