Research on DingTalk Platform Meets the Individual Needs of SMEs

Shi-yi XIONG¹,a,* and Jia-xing BAI²,b

¹,²School of Management, Wuhan University of Technology, Wuhan, Hubei, China

¹5972071315@163.com, ²1821835682@qq.com

*Corresponding author

Keywords: DingTalk platform, SMEs office system, Business management, Individual needs.

Abstract. With the development of the Internet and big data, it is an inevitable trend for office to move from offline to online. DingTalk builds an information platform based on Internet production relations and uses advanced technology to stimulate the creativity of enterprises and employees and create more cohesive thinking organization releases corporate vitality and enhances productivity. However, standardized services cannot meet the individual needs a wide variety of SMEs. This article uses questionnaire surveys and in-depth interviews to deal with the data and results obtained in a targeted manner, analyzes the needs of SMEs and the problems existing in the DingTalk platform. Individualized and optimized development of the platform seeks improvement countermeasures. It helps improve the work efficiency of SMEs, and provide help for the transformation of enterprise management data. The personalized development and construction based on the DingTalk platform has far-reaching significance for the improvement of corporate management ecology and the sustainable development of DingTalk itself.

1. Introduction

According to the "DingTalk Business Ecosystem and Economic and Social Value Report", on March 31, 2020, the number of DingTalk's users exceeded 300 million. But the problem behind the short-term and large-scale coverage cannot be ignored. That is, the adaptability of popular software and the individual needs of enterprises. Chen Jian and others believe that digitalization and personalization can improve the operational efficiency of enterprises from key links such as demand forecasting, product design, pricing and inventory management, and supply chain management, thereby helping enterprises create higher business value [1]. Xia Tian Wen believes that SMEs have small individual scales, a lack of funds, a shortage of talents, and limited resources, and they are unable to build office systems alone. Therefore, information platforms play a pivotal role in the personalized construction of SMEs [2]. Chen Niang believes that the online collaboration platform will shift to the direction of integration and knowledge management in the future, and companies need to solve the long-term management and innovation limitations. Some companies have begun to build front, middle and back office management models [3]. Therefore, this article puts forward suggestions on DingTalk's knowledge integration and personalization in terms of function setting, daily office, and personnel management, to help enterprises better realize internal management and promote the transformation of enterprise digitalization to the industrial Internet.
2. An Introduction of DingTalk Platform and the Current Situation of SMEs Office System

2.1. Introduction of DingTalk Platform

DingTalk is currently one of the most used cloud collaborative office software. Based on traditional companies, employees can use mobile office software to participate in office meetings or business discussions anytime and anywhere, without being restricted by time and space. Maximize the liberation of employees from the constraints of workplaces and working conditions, subverting the office model of traditional enterprises that rely on office locations and physical locations. It enables SMEs to work online on a standardized mobile office platform, which solves the problems of development time and budget cost, and enables most SMEs to use mobile Internet means to share the relevant dividends of the mobile Internet in the office field. Third-party mobile office platforms such as DingTalk have achieved rapid development.

According to DingTalk’s administrator, DingTalk’s functions include three main functions, special functions, extended functions, and paid functions. According to the daily work of a staff, I think it can be divided into four modules: personnel performance, communication and interaction, daily office, and financial management. Personnel performance mainly includes time and attendance check-in, mobile approval, intelligent personnel, etc.; communication and interaction mainly include chat, pin-mailing, group live broadcasting, smart meetings, etc.; daily office mainly includes smart reports, smart documents, etc.; financial management mainly includes smart compensation, etc. From the above four modules, companies can carry out data-based and intelligent organization and management to help companies improve efficiency, control costs, and improve office effects.

2.2. The Current Situation of SMEs Office System

(1) The mature management system of the enterprise is difficult to change

Most SMEs already have a mature and complete work process and management system for company development, product features and major customers. And through continuous experimentation and improvement, it can meet the company's daily work needs. The fixed work specifications and detailed performance appraisal methods effectively improve the work efficiency of employees; the standardized salary system and reimbursement system facilitate the financial management of the company. If the company's daily management is completely transferred online, the company's mature management system will need to undergo large-scale changes, and there will be two problems. One is that large-scale changes and adjustments require an adaptation period. The adaptation period often puts the company's business in a stage of unstable fluctuations. Many SMEs need to pay more to bear this fluctuation. The second is that this kind of change requires professional employees to make, but SMEs do not have professional employees to take charge of this part of the work.

(2) Enterprises cannot develop exclusive office systems

Large companies will develop their own office systems based on company conditions and development strategies. On the one hand, it can meet the individual needs of the company, on the other hand, it can also protect the company's confidential information, such as Midea’s internal staff operating software, Maxim. However, self-developed systems require a large amount of technical and financial support. It is difficult for SMEs to bear such long-term high expenditures. They need
to re-employ development and maintenance staff, lease servers, etc. The cost is less than the benefits brought using the software. Enterprises still lack core technologies for software development.

(3) The company's individual needs are not met

Compared with large-scale enterprises, there are many SMEs with a wide variety of types, which are distributed in all walks of life. Taking my country as an example, the manufacturing industry is divided into 30 categories, and each category can be divided into several sub-categories. And different industries and different categories of enterprises have different main products, different daily tasks, and different customer-oriented. Enterprises will also have obvious regional characteristics. Therefore, in addition to the most basic services that can be used by SMEs, many standardized services of office software can hardly meet the individual needs of SMEs.

3. Problems of DingTalk Platform to Meet the Individual Needs of SMEs

DingTalk meets the basic work requirements of most companies, but according to my market research, I found that many SMEs do not use DingTalk or only use DingTalk's basic functions such as attendance. Based on market research and interview results, DingTalk has the following problems.

3.1. Complex and Tedious Function Settings

According to feedback, most managers and employees of SMEs think that DingTalk's services are too complicated and difficult to be familiar with immediately when they start using them. Most companies’ demand for office software is to improve efficiency. However, the use of DingTalk requires a lot of time and energy in enterprise settings, template settings, and employee training. This makes many companies abandon using DingTalk.

3.2. Custom Application Operation is Complicated

DingTalk also provides companies with customized services. Companies can create templates and self-build micro-applications according to their own needs. However, the number of templates available is limited. Also, the self-building process is complicated. These make it difficult for SMEs to complete this work.

3.3. Single Performance Appraisal Method

DingTalk’s performance appraisal mostly adopts quantitative analysis methods, which use numbers to evaluate employee performance. This is feasible for some companies, but some companies do not apply quantitative appraisal methods, and quantitative methods also exist, which gives rise of lacking of humanization and other disadvantages.

4. DingTalk Platform's Optimized Countermeasures for the Individual Needs of SMEs

As an online office company, due to the explosive growth of the market, DingTalk only moved the company's internal communication and management from offline to online to meet the needs of enterprises during the epidemic. However, after the epidemic, the demand for online meetings and other functions of enterprises has weakened. DingTalk needs to consider vertical development and provide in-depth services that enterprises need. This article only provides suggestions for
improvement on the researched questions. How to seize the opportunity of the epidemic and truly integrate into the user's work requires further thinking.

4.1. Provide Personalized Process Orientation for SMEs

As an information platform, companies integrate relevant information to provide the platform, and the platform should be able to provide a full set of service plans for it. Companies using DingTalk need to perform personalized function settings at the beginning. In this process, DingTalk lacks guidance. Users are intelligently exploring through reading instructions and continuous attempts, which consumes a lot of time. Therefore, DingTalk needs to provide a complete set of process guidance from personalized settings to use so that SMEs can carry out personalized construction step by step according to their own status quo.

4.2. Analyze and Build Enterprise-specific Micro-applications for SMEs

Micro-applications are services provided by DingTalk to improve corporate office efficiency. By building exclusive micro-applications, it can help companies reduce their daily repetitive work time. The DingTalk platform has provided services including template customization and self-built micro-applications to facilitate the secondary development of enterprises on the platform, but these applications and templates are not comprehensive, and only provide templates for popular industries. For large enterprises, with powerful technology, they can directly move OA, ERP, and other systems to DingTalk. SMEs want to fully realize the intelligent customization of online office. However, there are thresholds for self-built micro-applications based on the characteristics of the company's products, business processes, and customers. Many SMEs do not have the technical basis for production. The purpose of micro applications is to improve communication efficiency and office level, but incomplete micro applications do not have these functions. Therefore, DingTalk can provide users with customized analysis services in micro-applications. Users submit information and requirements. DingTalk provides basic templates according to their needs. Users only need to modify and improve them based on again.

4.3. Provide Personalized Performance Evaluation Services for SMEs

Employees are the cornerstone of a company's long-term development, and personalized personnel management can improve the enthusiasm and creativity of employees. Among them, performance evaluation is an important part of personnel management. Performance evaluation of personnel is not only a method of evaluating work performance, but also needs to identify outstanding employees and continuously improve performance management. Compared with the traditional evaluation method, this performance evaluation method has a stronger motivational effect, it no longer relying on a single indicator to determine the success of the work, each employee has a personalized performance evaluation, and encourages employees to play their own advantages and continue to do contribute.

5. Conclusion

This article proposes suggestions on how to realize the integration of knowledge management and the construction of personalized services for DingTalk in terms of function setting, daily office, and personnel management. However, there is still a lot of room for development in the knowledge and personalized construction of online office software. DingTalk needs to continue in-depth vertical development and improvement, and realize the construction of a comprehensive collaboration
platform integrating knowledge storage, classification management, and intelligent recommendation, to meet the individual needs of enterprise users, change users' traditional working habits, and help SMEs to manage data and information Transformation.

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