Implementation Path of New Retail of Power Grid Enterprise Based on Customer Perception

Wei TANG*, Qing-kun TAN and Peng WU
State Grid Energy Research Institute Co., Ltd.
*Corresponding author

Keywords: New retail, Path, Design.

Abstract. This paper analyzes the advantages and disadvantages of the implementation of "new retail" mode in power grid companies, analyzes the current situation, from different dimensions such as the determination of objectives, business hall re molding, designs the specific implementation path of "new retail" in power grid companies. This paper can provide reference support for grid enterprises to develop new retail business.

Introduction

The industry field with sufficient market competition attaches great importance to the perceived value of customers, constantly adjusts the measurement means of perceived value of customer service, improves the marketing mode, so as to obtain stronger market competitiveness. With the reform of China's electricity market, it has stepped into a deep water area. Power customer service has become the core competitiveness to seize market share. Under the condition of market competition, it has a strong practical significance and value to accurately perceive customer needs and maintain and attract customers. The rise of new retail provides a richer way for customers to acquire and enhance their perception.

In 2016, Ma Yun put forward the concept of new retail: new retail is a new retail mode that enterprises rely on the Internet, use advanced technology such as big data, artificial intelligence and psychological knowledge to upgrade and transform the production, circulation and sales process of commodities, reshape the business structure and ecosystem, and deeply integrate online, offline and logistics. In November 2016, the general office of the State Council issued the opinions on promoting innovation and transformation of real retail (GBF [2016] No. 78), which made deployment in adjusting business structure, innovating development mode, promoting cross-border integration, optimizing development environment, etc. "Opinions" emphasizes: "guide the entity retail enterprises to gradually improve the level of information technology, integrate the advantages of offline logistics, service, experience and other advantages with online business flow, capital flow and information flow, and expand the intelligent and networked overall channel layout. "The key of new retail lies in making the online Internet power and offline physical store terminal form a real sense of joint force, so as to complete the optimization and upgrading of e-commerce platform and physical retail store in the commercial dimension. The new retail can be regarded as the "Online + offline + logistics" integration, a data-driven pan retail type centered on consumer experience, which can get through online and offline, and realize the comprehensive access to product, service and other aspects of data.

There are many researches on new retail, such as literature 1. Through the research on three representative new retail brands of HEMA fresh, Yonghui super species and Jingdong 7fresh, we can tap the deep brand experience needs of consumers. Literature 2 analyzes the relationship between green financing interest rate and participants' profit under different models, and puts forward relevant suggestions for the development of green supply chain and new retail industry. Document 3 studies the ways to enhance professional education experience in the new retail scene, and provides new ideas for the experience design of offline new retail clothing. Literature 4 puts forward specific suggestions for the implementation of new retail in the clothing industry. Literature 5 studies the commodity sales...
strategy of fresh e-commerce in the context of new retail. However, there are few researches on how to implement new retail in power supply enterprises.

**Advantages of New Retail Implementation of Electric Power**

Flow advantage: energy and power involve thousands of households, with flow advantage, bringing high stickiness, manageability and high value customer flow to new retail business. In particular, the advantages of power supply stations in urban and rural areas of power grid companies, the advantages of offline stores that are incomparable to ordinary traditional e-commerce, online payment apps such as e-treasure and palm power, as well as broad customer base, the advantages of online and offline, provide strong support for the development of new retail business.

Brand advantage: over the years, the brand image created by State Grid has been deeply rooted in the hearts of consumers, widely recognized by customers, with high social reputation.

Organization system and talent resource guarantee: energy and power enterprises have perfect organization system and talent team. Over the years, they have paid attention to diversified training and education, and trained more comprehensive professionals.

Capital advantage: the energy and power industry has excellent assets and obvious capital guarantee advantages.

**Implementation Path Design**

**Clear Strategic Objectives**

Different from the traditional idea of selling electricity, based on the existing resources of the grid company, the paper redefines the sales products strategically, and determines the basic idea that the grid company changes from selling electricity business to selling services and diversified products. The power grid company is positioned to gradually change from a power supplier to a service provider and multiple vendors. At the same time of providing power products, based on customer perception and demand, reshape the sales channels, form a complete marketing chain through the data diversion of online platform and the radiation power of offline stores, provide customers with consulting services, solution services, energy products, etc., and comprehensively improve the perceived value of customers.

**Design and Reengineering of Business Flow and Information Flow**

The construction of the Internet of things links people and things, and the relationship structure between elements has changed. Facing the new business demand of new retail, business flow and information flow should also be rebuilt. Online and offline business should move from the original independence and conflict to integration, realize the same frequency resonance, and finally meet and guide customer needs. The traditional business operation mode is no longer suitable for the new situation. The business process reengineering of each specialty should be based on the existing offline resources of the power grid company, deeply perceive the needs of customers, and re carry out the work of organization adjustment, business division, business design, business implementation, etc. If it is necessary to set up a professional department to control online and offline service channels, to coordinate online and offline resources, to improve channel efficiency and customer perceived value. Business flow and information flow are integrated. With business changes, information flow needs to be further designed and improved in terms of online and offline integration, information drainage, business system integration, etc. The parallel integration of business flow and information flow as well as the seamless connection of online and offline provide convenience for further data mining such as customer demand, and add assistance for the development of new retail.
Reshaping of Entity Business Hall

Under the ubiquitous mobile environment, the construction and promotion of online channels such as palm power, Alipay, WeChat and so on have been used by consumers to switch from online to online. The service function of the traditional business hall is weakening day by day, and the flow is drained, which correspondingly releases part of the service pressure of the business hall. The business hall uses the released manpower, time and space to have in-depth insight into the online and offline channel behaviors of power customers, obtain their energy demand, combine the face recognition and immersive experience technology of the business hall to promote the deep integration of online and offline channels, shape the offline business place with the power customer experience as the core, and provide seamless channel experience for power customers. The foundation.

Transform the entity business into a new retail scene intelligent store, reconstruct the consumption scene, create an intelligent online and offline integrated consumption scene with new technologies such as AR, VR, mobile payment and artificial intelligence, provide more dimensions and deeper added value such as experience, feeling and atmosphere, change people's old concept of power retail, and improve customers' power derivative energy production Product awareness and stickiness to power grid enterprises. Customer service personnel will timely launch customer experience perception information and captured detailed needs, form interaction, jointly develop sales strategies, and combine the advantages of online convenience and flexibility with the advantages of strong experience in the business hall to jointly promote sales. As the off-line flow entrance, the business hall combines the exhibits and electronic equipment for experience enhancement, and uses the full electric kitchen and other scenes to carry out theme activity drainage and reverse enabling online activities. Through the extension of on-site office services, potential customers screening and multi-dimensional user portraits were carried out, and external drainage was carried out accurately. Reshape the business hall positioning: from the original marketing service transformation to experience, sales, service and communication as one. Customize special sales products and services, and delegate appropriate authority to the sales staff in the business hall. At the same time, create consumption scenarios, communication scenarios, capture customer perception, improve customer perceived value, and promote the completion of sales of related products and services.

At present, some provinces are redesigning their business offices, focusing on the construction of "new retail" areas for energy e-commerce and energy finance for urban and rural electrification, electric vehicles, consumer poverty alleviation, photovoltaic services and financial insurance.

Improve Infrastructure

New retail is a new retail mode which is customer-centric, driven by technology, built on plasticized, intelligent and collaborative infrastructure, deeply integrated online and offline to meet user needs, and realizes "full scene, full customer group, full data, full channel, full time, full experience, full category and full link". To build a ubiquitous Internet of things and ICT equipment, we should pay attention to the technical coordination of equipment, such as communication protocol, frequency, life cycle and other details, so as to ensure the scientific and reasonable infrastructure planning, design and implementation. In addition, it is also necessary to improve the quality of data, control the phenomenon of data separation, and plan the flow of data in a unified way.

Diversified Human Resources Support

With the diversification of business, power products and services will be more abundant. In terms of recruitment types, power grid companies can consider adding psychology, statistical analysis and other majors. At the same time, the application of new technology in the new retail mode is more, and the compound talents with operation and maintenance skills are urgently needed. Therefore, the retraining, re empowerment, re processing and re promotion of the existing employees are very important. Relying on channel resources such as e-stewards, e-vehicles and e-commerce company teams, we will build a "front-end and back-end" collaborative service architecture, and clarify the responsibilities of each unit in key process links such as product channels, logistics, warehousing and
after-sales services. The pilot explores the product, operation and service system of online and offline efficient collaboration, pre-sale, in sale and after-sale process opening, and flexible promotion of the front-end of the electric Butler and the desk area manager.

**Layout Cross Border Value-added Products**

In the future, it will be an ecological evolution process of symbiosis and win-win for members of the industrial chain. It will also be a process of deepening integration between members, using their own advantages, breaking the original barriers and constantly realizing cross-border operation. In the service of "creating value for customers", power grid enterprises need to gradually enhance their influence and integration power in the value chain of energy industry, and promote the transformation of power grid companies to smart grid operators, value chain integrators of energy industry and energy ecosystem service providers.

The construction of power ubiquitous Internet of things has improved the perception layer, connected the upstream and downstream industrial chains with the grid as the platform, and expanded the development space of grid companies. It is necessary to sort out the existing asset characteristics, obtain the perception layer data, reuse the existing equipment and human resources, change the existing industrial link relationship, march into the logistics, finance and other industries, expand the existing service field, and form a new service product. For example, in combination with the construction of new infrastructure and new smart city, we plan social cross-border operation and value-added services, and create a blue ocean of new business.

**Background Data Analysis Support**

Measurement of customer perceived value: power grid enterprises are faced with a large number of customer groups, and there are obvious differences between groups, and there are large differences in perception standards, perception processes and perception results. In fact, the power customer perception is actually a complex of several interactive elements. We need to build a precise customer perceived value system to measure customer perceived value.

Onsite service support: use relevant equipment to perceive the user's current situation information and changes to analyze customer perception, quickly match products and services that customers may be interested in, and guide the front desk intelligent recommendation or actively provide resources and services that match the current situation.

Demand potential measurement: combine the user's preference, history, behavior, current time and location and other internal and external situation information, analyze the user's demand based on different location, time and situation conditions, and obtain the user's implicit demand. Through data analysis, we can calculate the scale of potential customers with similar needs, estimate the demand of customers, and then calculate the total market capacity. Through potential calculation, we can support the decision-making of marketing service strategy.

Electric power product design: Based on the analysis of potential customer demand, combined with the shaping of consumption scenarios, organizational adjustment, business analysis, business division, business design and other objective conditions, design energy power products that match customer demand, feedback customer perception through pilot, roll modify the design, further improve customer perceived value, and ultimately achieve customer satisfaction.

The specific implementation can be completed according to the following steps.
Summary
Based on customer perception, new retail can accurately obtain customer perception through online and offline collaboration, provide customers with accurate energy service products and services, and create an energy Internet Ecosystem through cross-border cooperation, so as to ultimately achieve a win-win situation of customer perceived value improvement and grid and related enterprise value improvement.

References
[1] Liu Yichen. Study on brand experience design of fresh retail under the background of new retail [J]. Design, 2020, 33 (09): 143-145.

[2] Zhou Yongsheng, he Ju, Cui Jiali. Green supply chain construction of new retail enterprises based on green financial loans [J]. Business economy research, 2020 (09): 165-168.

[3] She buying. A preliminary study on the intervention of professional education experience in the context of new clothing retail -- Taking "Disha" children's clothing store as an example [J]. Chinese and foreign entrepreneurs, 2020 (14): 243.

[4] Yu yunnuo, Li Jie. Discussion on improving the core competitiveness of new clothing retail enterprises in 5g era [J]. Journal of Zhejiang textile and garment vocational and technical college, 2020, 19 (02): 54-57.

[5] Zou Yuxuan. Research on marketing strategy of increasing user stickiness of HEMA fresh under the background of "new retail"—Based on the perspective of addiction model [J]. Business news, 2020 (12): 1-3 + 9.