



Total Quality Service of Power Marketing

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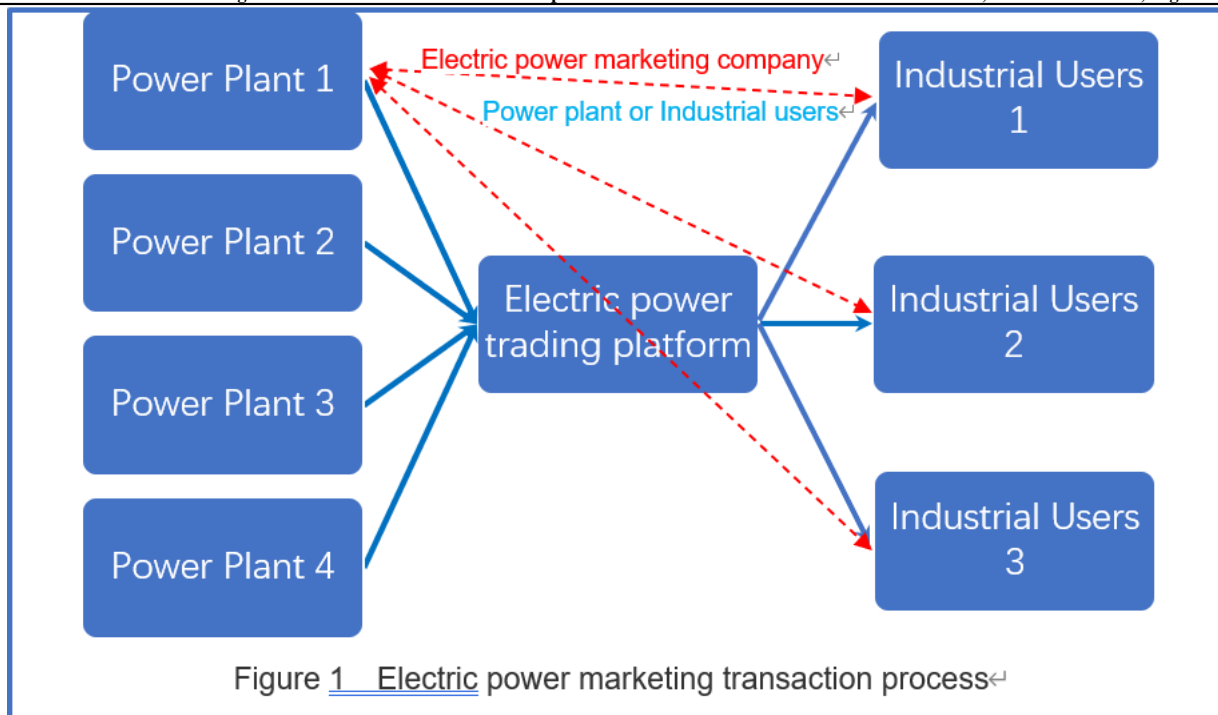
ABSTRACT

With the rapid development and investment of clean energy such as hydropower, wind power and solar energy in China, China's power pattern has changed greatly. The power supply has changed from the previous tight supply to surplus, and the seller's market has changed to the buyer's market. Under the circumstances of deepening the reform of power system and constantly changing the internal and external environment of power enterprises, this paper analyzes the situation faced by power marketing, puts forward the concept of power marketing and total quality service, and adheres to the principle of "customer first and service first". Electric power marketing is directly related to the development and growth of power supply enterprises. Therefore, it is particularly important to improve the high-quality service level of electric power marketing. In the process of electric power marketing, marketing environment, marketing methods, marketing ideas and marketers are the key factors that affect the service level of electric power marketing. The research on these factors will help electric power enterprises to improve marketing strategies and improve the service level of electric power marketing, thus improving the economic benefits of enterprises and realizing the sustainable development of enterprises.

Keywords: Electric power marketing; Total quality service; Electric power marketing service level

I. INTRODUCTION

With the reform of China's electric power system, the power grid companies are operating in a profit-making mode, which conforms to the law of market competition. After the reform, the power grid can make profits by buying and selling electricity to obtain the sales price difference. In order to strengthen the supervision of power grid revenue, the government verifies the allowable cost and allowable income according to the effective assets of power grid, which is used to determine the total revenue of power grid and adjust the transmission and distribution price. This is also the focus of the reform of power grid companies, that is, the reform of power grid marketing mode, Figure 1. In order to deepen the reform, power grid companies need to expand market turnover, establish a brand-new development strategy and stimulate the internal competitiveness of the market. Under the condition of market competition, electric power enterprises should pay more attention to marketing services. By providing high-quality services, they can meet various requirements of customers, increase customer satisfaction, and finally promote transactions. Electric power marketing has two obvious characteristics: first, compared with other enterprises, electric power enterprises have some differences in their service strategies and marketing strategies; Secondly, the forecast of power demand must be accurate and scientific. Before power marketing, market research and analysis must be organized, and power forecasting should be done well to ensure the smooth development of power marketing.



Total Quality Service (TQS) is a comprehensive approach in which the various critical factors of total quality management are integrated and implemented in a service organization to achieve customer satisfaction (R. Saravanan & KSP Rao , 2006) . Total quality service (TQS) is a socio-technical approach for revolutionary and effective management. (GS Sureshchandar , Chandrasekharan Rajendran , 2001) . No matter from the point of view of electric power marketing as an integral part of the electric power market, one end is connected with electric power production (power plant) and the other end is connected with electric power consumption (customers), or from the point of view of electric power marketing as a business function of power supply enterprises, it is necessary to undertake both electric power supply service and electric power consumption service, and electric power marketing must implement comprehensive and high-quality service on the premise of universal service. The comprehensive and high-quality service of electric power marketing should not only change the concept of electric power marketing, but also implement intensive management of electric power marketing.

II. RESEARCH METHOD

This paper is a qualitative study. Through the analysis and discussion of electric power marketing work, the factors that affect the overall quality service level of electric power marketing are found out, so as to find ways for electric power enterprises to improve the overall quality service level of electric power marketing, improve the economic benefits of electric power enterprises and realize sustainable development.

III. DISCUSSION

China's electricity market opened up late, and compared with developed countries, it lags behind in technology and service. With the rapid development of economy, customers' demand for electricity is getting higher and higher, which makes power enterprises unable to meet the actual demand of customers. There are some problems in the power marketing of power supply enterprises, mainly because the marketing environment is not good, the service awareness of marketing staff has not yet formed, the marketing service does not match the actual needs of customers, and there is no perfect marketing team in the enterprise, which seriously affects the marketing of power supply enterprises, leads to the lack of development motivation of enterprises, and affects the efficiency and development of enterprises.

3.1 Lack of a good power marketing environment

Collecting full electricity charge is the ultimate goal of power supply enterprise marketing. However, due to the lack of standardized management in the power market, there are some bad phenomena in the process of using electricity, such as users' arrears, equipment damage, etc., which pose a huge threat to the operation of power supply enterprises. At present, it is the main way for power supply enterprises to collect electricity charges by limiting electricity or cutting off electricity. Power cuts and blackouts cause enterprises, especially production enterprises, to be under-employed, and also aggravate the arrears of electricity charges. However, the measures of arrears and blackouts cause both losses, accelerate the bankruptcy of enterprises, and make the debts become dormant account. Therefore, the poor power marketing environment seriously affects the overall quality service level of power marketing, resulting in a vicious circle of market weakness of production enterprises and shrinking power market, and at the same time affecting the growth of electricity consumption.

3.2 The concept of electric power marketing lags behind

In the electric power industry that has been running for many years under the planned economy mode, the power supply is basically bounded by administrative divisions, and there is only one supplier (power supply bureau) within an administrative division. Customers can't freely choose suppliers, and suppliers can't supply electricity across their own power supply scope. This special phenomenon leads to the floating work style, low service level, lagging behind the changes of the market, and a blank of the competition concept, value concept and the law of supply and demand in the market economy, resulting in low labor productivity and low economic benefits of enterprises. Most enterprises can't realize the change from production management to market operation, and from planned electricity consumption to electricity marketing, and it doesn't work to pay more attention to electricity supply. Problems such as official style and weak sense of service still exist. At present, great changes have taken place in the market, and the electric power industry has gradually changed from a seller's market to a buyer's market. In addition, the electric power enterprises are pushing forward the enterprise system reform in depth, and at the same time, they have lost the important background guarantee of the government. Under the economic mode of independent marketing and self-financing, enterprises must actively change their management concepts, enhance their marketing awareness and service awareness, provide more convenient and efficient services for electric power users, and seek the market with services, thus effectively promoting the optimal allocation of electric power enterprise resources.

3.3 Lack of high-quality professional power marketing personnel

The pattern of the integration of power supply, production, supply and marketing in enterprises leads to the outdated management methods. Instead of organizing production and supply according to customers' needs based on electricity sales, we can supply as much electricity as we can. The laws and policies formulated in some planned economy years have remained unchanged for a long time, not for the purpose of encouraging electricity use, but for how to plan electricity use and cut off electricity. The method of selling electricity is still "waiting" at the door, with complicated procedures, and the load management has not yet entered the market forecasting and load forecasting. There is a lack of effective internal incentive assessment mechanism, and the assessment focuses on the comprehensive assessment of the year-end internal market, with only the overall goal, a lack of a complete target system, and a lack of strategic awareness of advance control and synchronous control. The formation mechanism of electricity price remains unchanged, and the secondary comprehensive price increase in some places makes customers overwhelmed, which seriously restricts the development of electricity market.

3.4 The power marketing method is backward

Under the background of commercialization, many enterprises still use the previous marketing management methods, and the professional quality of marketing staff is not in line with the actual needs of enterprises, which to some extent affects the effect of enterprise power marketing. The marketing of an enterprise is usually the responsibility of a specialized marketing department, mainly front-line service personnel and product promotion personnel. In the work, there is a lack of coordination between departments, and the negotiation results between the front service personnel and customers often deviate in the follow-up cooperation. This is because the negotiation results between customers and marketing service personnel are not accurately transmitted to the relevant departments responsible for the next specific implementation work, resulting in poor customer service experience, even inconsistent with the initial requirements of electricity consumption, and not meeting the requirements of customers. Moreover, many marketing service personnel's professional level is not high, and they have no systematic theoretical knowledge, so they can't freely deal with customers with higher demand for electricity. The lack of high-quality and high-level marketing talents in enterprises leads to the low level of power marketing services and the lack of market competitiveness.

IV. CONCLUSION

With the arrival of the service economy era, some service enterprises with strategic awareness have begun to pay attention to the economic benefits brought by services. Even traditional product manufacturers have to follow the trend and provide services that are popular with customers at the right time. As an important business content of electric power enterprises, electric power marketing must change ideas, innovate ideas, adhere to the people-oriented and scientific development concept, strengthen the study of electric power marketing theories and methods, improve the level of marketing technology, strengthen electric power marketing management, create a new situation of electric power marketing, adhere to the overall quality service thinking, adopt the intensive management method of electric power marketing, and provide customers with comprehensive and reasonable scientific services. This will not only improve the electric power marketing services of enterprises, but also enhance their competitiveness and social benefits, thus promoting electric power enterprises.

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