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INNOVATION OF MARKETING SERVICE OF POWER ENTERPRISES UNDER THE BACKGROUND OF MOBILE INTERNET

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ABSTRACT

With the development of modern information technology, the reform of the power system has continued to deepen. In particular, the country has proposed "Internet +" and big data platforms, and the development of power marketing services tends to be digital and informatized. As the foundation of China's economic construction and development, the power sector must continue to innovate in the context of information technology to meet customer needs and improve service efficiency. This paper analyzes and analyzes a series of problems in power marketing services.

KEYWORDS

Internet, power marketing, service innovation.

1. INTRODUCTION

In recent years, in the context of the mobile Internet, the stability of power supply of power companies has been continuously strengthened, and consumers' electricity safety is also more reliable. However, with the development of social economy, people's requirements for service quality are constantly improving [1-2]. Only by continuously innovating power services can we meet the growing needs of consumers. This paper aims to analyze the innovation of power marketing services under the background of the Internet to promote the sustainable development of power companies.

2. PROBLEMS IN THE POWER MARKETING SERVICE UNDER THE BACKGROUND OF MOBILE INTERNET

2.1 Corporate service awareness is weak

In the mobile Internet background, most enterprises have realized information management. However, due to the lack of clear service awareness of enterprises, the degree of informatization management is low, and the timely application of equipment and technology cannot be applied, which seriously affects the development of marketing services for power companies. At the same time, there are many problems in power marketing. The service process is chaotic, the level is low, the electricity price is single, the level of intelligence is low, and the staff service initiative is weak. It often appears as a passive person and fails to be correct with the customer. Communication, it is difficult to meet the individualized needs of different levels of consumers, resulting in a serious delay in the development of electronic marketing services.

2.2 Lack of a sound management system

Under the background of the Internet, the marketing management mechanism of power companies should be scientific, standardized and unified, in order to achieve efficient and convenient services, but from the current power marketing model, there are many complicated operating procedures and numerous operational steps [3]. Based on a study, problems such as the operation time process, coupled with a large loophole in the management mechanism, some of the user's business data and files have not been properly kept [4]. In addition, the concept of power marketing is backward, although there is theoretical knowledge, it is

difficult to achieve the theory and practice, and cannot keep up with the ever-changing era of development. According to research, these drawbacks have hindered the efficient implementation of efficient marketing services in the power sector [5].

2.3 Information Management Is Unsafe

Network security is an important issue in the context of mobile Internet. The information in the Internet mode is relatively concentrated. Study showed if security measures are not in place, the consequences of information theft are immeasurable [6]. Although the mobile Internet realizes the timely sharing of information and realizes the information management of the power enterprise, if there is an information security incident, a large amount of information leakage will occur, which is likely to cause damage to the customer's property security and the power market. Most enterprises attach importance to the construction of basic information facilities, and have not put their energy into safety supervision, which has caused great security risks in power marketing services.

2.4 The quality of service personnel needs to be improved

The continuous advancement of informationization of power marketing services has put forward higher requirements for power marketing service personnel. First of all, electric marketing service personnel must have proficient computer operation technology, information analysis and aggregation capabilities, and also need professional power marketing knowledge. However, the current reality is that power marketing service personnel lack systematic professional knowledge, cannot keep up with the requirements of modern information services, and cannot do quality and quantity of service work.

3. POWER MARKETING SERVICE INNOVATION IN THE CONTEXT OF MOBILE INTERNET

3.1 Transforming ideas and establishing service awareness

The concept of power marketing should be changed according to the changes of the market and the needs of customers. This is the key to innovation. We should always adhere to the principle of customer first, conform to the development trend of digitalization and informationization, give full play to the advantages of Internet marketing,

and actively utilize Internet thinking innovates marketing to meet the individual needs of different power consumers and provide better service to customers. For example: actively use network marketing, communicate effectively with customers, make the service targeted; make full use of network technology, make the service real-time through the client or mobile app.

3.2 Improve the management system

In order to completely eliminate the chaos of power marketing services, it is necessary to establish a sound management mechanism, strengthen the development of marketing services for power companies, and enable enterprises of power marketing services to operate according to certain rules, thus achieving innovation in power marketing services [7]. In the process of improvement, it is necessary to ensure effective information transmission and communication between the power departments; and through the construction of the information platform to achieve communication with customers. To improve the management mechanism of power marketing, it is necessary to carry out unified planning and management, so that its management mechanism can be unified, institutionalized and standardized.

3.3 Strengthening information security supervision

Mobile Internet plays an important role in power enterprise marketing services. The information held by power companies is the basic basis for their marketing service innovation. Therefore, power companies must do a good job in information security supervision to provide guarantee for marketing service innovation. Use modern, advanced means to set up a firewall to ensure the security of its customers, markets and operational information. At the same time, management personnel and service personnel should pay attention to information security, implement security responsibilities, and strictly manage relevant personnel to ensure the security of information in the process of storage and delivery.

3.4 Strengthening the construction of power marketing service talent team

Building a team of high-quality, high-capacity, high-tech comprehensive talents is an important guarantee for improving the level of power marketing information services. Therefore, the power sector must first strengthen the training of personnel in the power service sector, carry out some expert lectures and experience exchange meetings, and enhance their ability to continuously adapt to the various technologies in the new situation. Secondly, introduce higher Hierarchical computer processing talents, especially computer professionals with high digital processing

capabilities and information processing capabilities, thereby enhancing the technical strength of the power marketing department; finally, improving the cohesiveness of the marketing department, thereby encouraging employees to continuously learn and maintain their own Competitiveness.

4. CONCLUSION

The automation development of power system is an inevitable trend. Electric energy is an indispensable important energy source for modern society. From the perspective of the development of China's electric power industry, the marketization development trend is increasingly obvious. Power grid enterprises want to take the lead in fierce market competition. To continue to develop, we must strengthen the application of new technologies and actively carry out marketing service activities. At the same time, power marketers should also be good at summing up experience from mistakes, changing inertia thinking, actively reforming and innovating, and contributing to the development of the power marketing industry.

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