

Cross-Border E-Commerce Logistics Service Challenges and Development

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Abstract: With the popularization of global economic integration and e-commerce, the cross-border e-commerce industry has developed rapidly. Driven by the multiple factors such as further opening up in the Chinese market, continuous improvement of related policies, and changes in consumer concepts and changes in shopping habits, the consumption demand for Chinese residents' consumption in imported goods has continued to increase, and the number of cross-border e-commerce platform users has also risen. The rapid development of the cross-border e-commerce industry has injected new vitality and development momentum into the cross-border e-commerce logistics industry. However, due to the large number of links involved in cross-border e-commerce logistics, complex processes, insufficient infrastructure, and directly affected by factors such as customs and tax policies, logistics services have become the main bottleneck restricting cross-border e-commerce development. This study put forward strategic suggestions to improve the quality of cross-border e-commerce logistics services through analysis of the status quo of cross-border e-commerce logistics services.

Keywords: Cross-border e-commerce, Logistics services, Strategic suggestions.

1. Introduction

With the acceleration of economic globalization, the continuous renewal iteration of information technology, and the widespread popularization of Internet technology, e-commerce has become an emerging business model, which has a profound impact on the trade, consumption and services of various countries, and has become a measure. One of the important indicators of national economic development. Since the opening of the policy in 2013, China's cross-border imported e-commerce market has developed rapidly. According to data released by China Customs, in 2019, China's imported cross-border e-commerce market transactions reached 2.64 trillion RMB, an increase of 17.3% year-on-year; and in 2020, it reached 3.07 trillion RMB. In order to support the development of cross-border import e-commerce, the Chinese government has introduced a series of support policies, including reducing import tariffs, broadening trade channels, and supporting cross-border e-commerce innovation. At the same time, with the increase of Chinese consumers' demand for cross-border goods, the number of cross-border imported e-commerce users has also shown a continuous growth trend. According to data, in 2019, the number of Chinese cross-border e-commerce users reached 149 million, a year-on-year growth rate of 35.5%. In short, the scale and type of imported goods have been expanding and the increase in policy support, all of which indicate that China's cross-border e-commerce market has huge development potential and prospects[1].

The rapid development of cross-border e-commerce has also promoted the development of the cross-border logistics industry. According to industry reports, the scale of China's cross-border logistics market has continued to expand. In 2019, it has reached 1.5 trillion RMB, and it is expected to reach 3.3 trillion RMB by 2025. In addition, in order to promote the development of the cross-border logistics industry, the government has introduced a number of support policies. However, cross-border logistics services involve

multiple links, such as international trade, logistics, customs clearance, etc., [2] and the industrial chain of these links is often not complete, resulting in the process and efficiency of cross-border logistics difficulty to be fully guaranteed. These factors have a negative impact on the quality and customer satisfaction of cross-border e-commerce logistics services[3,2], and also brought major challenges to the development of cross-border e-commerce[4]. The quality of logistics services has become an important bottleneck for the current development of cross-border e-commerce. According to the survey data of the "Report on the Report of Cross-border E-commerce Consumer Rights Protection Projects", the proportion of logistics problems encountered by consumers of cross-border online shopping accounts for up to 21%, becoming the second largest hot issue for consumer complaints. The survey made by iimedia Research also shows that more than 60% of cross-border e-commerce import users have expressed concern about the quality of logistics services. Therefore, in order to better meet the needs of customers' logistics services and improve customer satisfaction, the quality of cross-border imported e-commerce logistics services is very necessary[5].

In the context of the ongoing digital transformation and globalization, cross-border e-commerce has emerged as a key driver of global trade development. However, the specific nature of international trade has created numerous difficulties for logistics services in cross-border e-commerce. These challenges include cross-border customs regulations, international logistics delivery, and other logistical issues that have significant implications for the service quality of cross-border e-commerce logistics. Therefore, the study of cross-border e-commerce logistics service quality is of paramount importance for identifying areas of improvement, enhancing the competitiveness of the industry, and facilitating the growth of global trade. The purpose of this study is to investigate the current state of logistics service quality in cross-border e-commerce, identify the factors affecting logistics performance, and propose effective solutions to

improve the quality of logistics services. Through this study, we aim to provide valuable insights into enhancing the quality of cross-border e-commerce logistics services, promote the healthy development of this industry, and contribute to the advancement of global trade.

2. The Development Status of Cross -border e -commerce Logistics Services

The customs clearance procedures and the corresponding policies are insufficient^[6]. Customs clearance procedures in cross -border e -commerce logistics refer to a series of procedures that need to be fulfilled when import and export of commodities, including customs declaration, tax payment, inspection and quarantine, and obtaining import and export permits. The corresponding policy refers to the relevant policies, regulations, and standards of the state and region for customs clearance procedures in cross -border e -commerce logistics. There are many reasons for the customs clearance procedures in cross -border e -commerce logistics and insufficient corresponding policies. For example, first, cross -border e -commerce logistics involves transportation and trade between multiple countries. To multiple links, including customs inspection, customs declaration, etc. These tedious procedures increase the cost and time cost of cross -border e -commerce logistics. In addition, cross -border e -commerce logistics is a relatively new field, and related policies and regulations are not perfect and perfect. In the field of international trade, there are differences in policies, standards, and regulations between countries and regions, and cross -border e -commerce logistics is no exception. Due to the insufficient policies and regulations, there are uncertainty and risks of the operation, costs, and time of cross -border e -commerce logistics. Third, the lack of standardized operation processes, the operation process of cross -border e -commerce logistics procedures has not reached an consistent international standards, and there are differences in customs clearance processes and standards in different countries and regions. Bring a certain complexity. Fourth, customs management is not perfect. Cross -border e -commerce involves a variety of commodity categories and cross -border logistics channels. Therefore, customs need to strengthen supervision and management. However, due to insufficient personnel and inadequate technology, the customs management is not complete, resulting in low efficiency of customs clearance procedures.

Infrastructure construction is incomplete. Increasing infrastructure construction in cross -border e -commerce logistics services is an important factor affecting the development of cross -border e -commerce logistics^[7]. It is mainly manifested in the following aspects: First, the logistics network is incomplete. Cross -border e -commerce logistics needs to rely on global logistics networks, involving warehousing, transportation, distribution and other links in multiple countries^[8]. If the logistics network is not perfect, it will cause problems such as retention and delay in goods. For example, the backward logistics infrastructure of some countries has led to a long transportation time and high cost; the storage and distribution facilities in some areas are insufficient, resulting in the insufficient storage and distribution of goods. Second, the degree of information is low. Cross -border e -commerce logistics requires a lot of information exchange and sharing, including cargo tracking,

transportation management, payment settlement, etc. If the level of informationization is low, the information will not be timely and the accuracy is not high, which will affect the quality of logistics services. For example, the level of information technology in some areas is low, resulting in insufficient information processing and accurate. Finally, cross -border payment is inconvenient. Cross -border e -commerce logistics requires cross -border payment. If the payment channel is inconvenient, it will cause problems such as poor payment and increase in cost. For example, the payment channels of some countries are relatively narrow and need to cross multiple payment systems, resulting in high payment time and cost.

Logistics costs are relatively high. First of all, cross -border e -commerce needs to transport goods from one country to another. It is necessary to go through a series of processes such as customs, quarantine, and safety inspection, and factors such as long distance and inconvenience of transportation, resulting in a higher cost of transnational transportation logistics. In addition, the different taxes such as tariffs, value -added taxes, and consumption tax in different countries are different. In addition, the cost of paying customs clearance and insurance premiums will also lead to high cost of logistics in cross -border e -commerce. Third, cross -border e -commerce needs to meet the standards and regulations of different countries, to understand and master multiple languages, regulations, and technical requirements, to invest more technical and information costs, and increase the cost of cross -border e -commerce logistics. Finally, cross -border e -commerce needs to establish a global supply chain and logistics network, and to invest more resources, material resources, financial resources and other resources. These operating costs will lead to higher logistics costs.

The cross -border logistics system is not complete. In recent years, customer demand has increased, and the corresponding demand for overseas products has also gradually increased. The choice of cross -border logistics companies directly determines the timeliness and safety of commodity transportation. At present, there are many brands of cross -border logistics companies in my country, and each has corresponding shortcomings, so that buyers and sellers cannot have a good shopping experience. There is still no sound logistics system that can meet the needs of domestic customers. The cross -border logistics system is not perfectly improved, such as high logistics costs. Cross -border logistics involves multiple countries, a variety of languages, different legal systems, currency types, etc., which requires crossing various obstacles, so logistics costs are often high. Second, long time and low efficiency. Because cross -border logistics involves multiple countries and regions, the customs clearance procedures are cumbersome, and the process of checking, customs clearance, and tax payment takes a long time, affecting the transportation efficiency and speed of goods. Third, the risk is high. Cross -border logistics involves multiple countries and regions, and there are many risks, such as politics, economy, society, and nature, which may cause the loss of goods, damage or delay. Fourth, the information is opaque. Cross -border logistics involves multiple participants, such as manufacturers, logistics companies, customs, carrier, etc., the information is opaque, and it is difficult to understand the transportation of the goods. It may cause the goods to be intercepted or misunderstood. Finally, lack of standardization. Due to the differences in the legal, policies, systems, and culture of various countries, the standardization of cross -

border logistics is low, resulting in difficulty in communication between participants, and lack of common operating norms.

The lack of talents in the field of cross-border e-commerce logistics. Cross-border e-commerce logistics is a field of rapid development, but the lack of talents in this field is very common. Generally speaking, there are the following reasons for this situation. First, the demand is growing rapidly. With the rapid development of cross-border e-commerce and the acceleration of the trend of globalization, the demand in the field of cross-border e-commerce logistics is also growing. However, this rapid growth exceeds the number of talents provided by the market, leading to a shortage of talent supply. Second, diversified skill requirements. Cross-border e-commerce logistics needs to cross the logistics and trade between different countries and regions. Therefore, talents require extensive skills and knowledge, including trade regulations, language capabilities, cultural awareness, and so on. The diversity of these skills and knowledge makes it very difficult to find a talent fully in line with these requirements. Third, the education system failed to keep up. Knowledge and skills in the field of cross-border e-commerce logistics are constantly changing with the development of the industry. However, the traditional education system may fail to keep up with this change in time, and it is difficult to cultivate enough talents in this field. Fourth, lack of work experience. Because cross-border e-commerce logistics is a relatively new industry, many talents still lack practical work experience. This makes it difficult for enterprises to find people with relevant work experience, which has also led to a shortage of talent supply. Finally, job salary is not attractive enough. The work in the field of cross-border e-commerce logistics is relatively cumbersome, and it also needs extensive skills and knowledge, but job salary is often not attractive enough. This may cause many potential talents to turn to other fields.

3. Cross-border e-commerce Logistics Service Promotion Strategy

The failure of cross-border e-commerce logistics services is often not caused by a single factor, but a complicated correlation role between multiple factors. The cause of the complaint is not isolated, but caused by the complex interactions between these factors. Therefore, from the perspective of preventing the failure of cross-border e-commerce logistics services, it is necessary to strengthen the overall management of cross-border logistics services.

First of all, establish a complete set of cross-border logistics service standards and processes, clarify the standardization requirements of services, formulate strict service processes and standardized operations, and provide standardization guarantee for services. This helps improve the reliability and consistency of service quality, and avoid service mistakes and inefficient efficiency.

Second, realize the traceability of the service process to help cross-border e-commerce logistics service providers better manage and control service processes, avoid service mistakes and improve service quality. Specifically, it can be developed from the following aspects. First of all, in the service process, logistics service providers can track and monitor the service process through key nodes of the service process, such as shipping, transportation, and arriving at their destinations. These data can provide useful information about service quality and reliability, as well as any potential

problems that occur during service. Secondly, in order to achieve the traceability of the service process, cross-border e-commerce logistics service providers need to strictly manage and protect the data. When recording and storing data, the service provider should ensure the accuracy and confidentiality of the data, prevent any potential problems in the process of data leakage and service to ensure the accuracy and confidentiality of the data. Finally, logistics information technology can help cross-border e-commerce logistics service providers realize the traceability of the service process. For example, the use of the logistics information system can monitor the transportation status of the cargo in real time and provide instant service quality reports. In addition, logistics information technology can also help improve service efficiency and reduce service costs, thereby improving service quality and customer satisfaction.

Third, strengthen service quality management. Establish a service quality management system, clarify service quality goals and requirements, strengthen monitoring and evaluation of service quality, timely discover and correct problems in the service process, and improve the reliability and consistency of service quality. Enterprises can establish a comprehensive quality management system to help the enterprise systematically grasp all aspects of the quality of the entire cross-border e-commerce logistics service, and provide support for continuous improvement of service quality. At the same time, in the process of increasing the quality of cross-border e-commerce logistics services, corresponding service standards and specifications need to be formulated to ensure the consistency and quantitiveness of service quality, and at the same time, it is also convenient for monitoring and improvement of service quality. In addition, strengthening the management of suppliers and partners is equally important. The improvement of the quality of cross-border e-commerce logistics services needs to be closely cooperated with suppliers and partners to strengthen the management and supervision of suppliers and partners to ensure that they can Provide services and products that meet the requirements, thereby improving the service quality level of the entire supply chain. Finally, establish a customer complaint processing mechanism, establish an interactive service platform, encourage consumers to actively participate in the evaluation, and actively publicize within and outside the enterprise, so that customers can perceive the feedback to get attention and handle the customer satisfaction.

Finally, strengthen customer feedback and service improvement mechanisms. Enterprises can establish a platform that can receive customer feedback information in a timely manner, such as complaint telephone, customer service center, online consultation, etc. In addition, the processing process of feedback information is established, the feedback information of the customer is classified, sorted, and statistics, and the relevant departments are given to the relevant departments in a timely manner. Secondly, strengthen the analysis of customer feedback information, classify, analyze, and excavate customer feedback information, discover the commonality of the problems from the problems of problems, further dig in depth, identify key issues and bottlenecks, and provide a basis for improving service quality. At the same time, improve service improvement, and formulate corresponding service improvement plans based on customer feedback information and data analysis results. When implementing the improvement plan, we must strengthen service quality monitoring and evaluation to ensure the

effectiveness and sustainability of the service improvement plan. Finally, strengthen the monitoring and evaluation of customer satisfaction, make a quantitative and qualitative assessment of service quality through customer satisfaction survey and evaluation system, and adjust service strategies and improvement plans in a timely manner based on the evaluation results to continuously improve customer satisfaction.

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