

Countermeasures to Optimise the Service Quality of Express Supermarkets in Colleges and Universities

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Abstract: With the rapid development of e-commerce, the campus network shopping group is increasing, which puts forward higher requirements for the operation efficiency and service quality of campus express supermarket. This paper aims at the problems existing in the current university express supermarket service, taking University Z campus express supermarket as an example, constructing express supermarket service quality indicators, designing questionnaires, using SPSS to carry out the validity and reliability test, as well as identifying the aspects that need to be improved in terms of service quality, and through the analysis of the causes, and finally putting forward suggestions for the optimisation of service quality.

Keywords: College courier, Service quality, Courier optimisation.

1. Introduction

At present, there is a courier supermarket inside the University of Z, in addition to SF, Jingdong and postal pick-up at the school gate, most of the courier company's express delivery stored in the courier supermarket is responsible for notifying students and teachers to come over to pick up the courier. Inside the school courier supermarket and the door to pick up the courier company are in a fixed operating time, such as courier supermarket business hours for 12:00-13:30, 18:30-19:30, while SF business hours for 12:30-13:30, Jingdong business hours for 18:00-19:00. University of Z teachers and students can only go to pick up the courier at a fixed point in time, and each time to come to pick up the pieces of the There are many students and teachers, so there are problems such as loss, Pick up the wrong courier, damage, and Long waiting time. Because most of the courier of University of Z is placed in the campus express supermarket, with more and more courier volume, there are more problems in the operation process, so there are more and more complaints from teachers and students of University of Z to the campus express supermarket.

Therefore, this paper through the questionnaires and interviews to study the teachers and students of the University of Z on the current campus express supermarket service problems, analyse the causes, and finally give the optimization of countermeasures, but also to other colleges and universities to optimize the quality of the service to provide reference.

2. Methodology

2.1. Questionnaire survey method

This paper takes the express supermarket in University Z as the research object, and the university students and staff as the survey object. Based on the SERVQUAL model, the characteristics of express service, and the actual situation of express supermarket in University Z, this paper makes some modifications on the SERVQUAL model, which is divided into the following five dimensions: tangibility, reliability, responsiveness, empathy and economy, with a total of 18 indicators, to construct a new service quality system indicators, which is used to design the main part of the

questionnaire. The collected data were processed using SPSS software and the results were analysed as a basis for identifying problems and proposing service quality improvement strategies.

2.2. Questionnaire data analysis

The final number of questionnaires recovered was 110, and the reliability and validity of the questionnaire was analysed by SPSS 27, which showed that the questionnaire was designed to show the overall situation of the questionnaire very well, and the content of the questionnaire was reliable and valid.

After repeated studies by 10 teachers specialising in logistics, determination of the weights of the primary and secondary indicators within the indicators of the quality of service system, and the comprehensive weights of 18 secondary indicators can be obtained by multiplying the weights of primary indicators with the weights of secondary indicators. According to the total ranking of the comprehensive weight of the secondary indicators, the higher the comprehensive weight, the more need to improve, so the University of Z Express supermarket service quality needs to improve the content of the top five were pick-up time is not flexible and inconvenient and fast, to ensure that the express mail in the business location is easy to be lost and damaged, the loss of express mail or damage to the compensation price is reasonable, the complaint is not handled in a timely manner and the speed of sending the slower.

3. Results and Discussion

After an in-depth analysis of the "pick-up inflexible, inconvenient", "express loss, damage", "lost or damaged express compensation price is reasonable", "customer complaints are not dealt with in a timely manner", "slower speed of sending" and other issues, it was concluded that the impact of the customer's satisfaction with the quality of the college courier service is mainly due to the following main reasons:

3.1. Lack of reasonable scientific express management mechanism

At present, the University of Z Express Supermarket after

several years of development, the site from the original dozen square rooms, has now been expanded to 150 square feet, ordinary shelves from the original 9 increased to 23, the scale of operation continues to expand at the same time, there are a variety of problems, such as the loss of express mail or express mail damage, but the Express Supermarket does not have a relative response to deal with the measures. According to on-site research, most of the courier companies in the distribution of the courier supermarket are centrally placed in the courier supermarket unified responsibility, in addition to SF, Jingdong Logistics and postal courier companies by their own company employees to send. Express supermarkets have a lot of express mail to be delivered every day, its staff is small and unusually busy, so it is easy to make mistakes. If the express stored in the express supermarket exceeds the time and is not picked up, it will receive a complaint notice from the e-commerce platform or courier company, which will be followed by a fine and a deduction of points on the credit rating of the express supermarket, thus affecting the operation of the express supermarket. Therefore, improve the establishment of a sound courier management system, on the one hand, helps to constrain the staff in the work of the rules of conduct, on the other hand, the establishment of a reasonable performance, rewards and punishments, and promotion mechanism helps to improve the staff's motivation to work, work efficiency.

3.2. Lack of theoretical guidance

After the research, it was found that there are three employees (part-time students) and one outlet manager in the Express Supermarket, each employee has a clear division of labour, and their main work is to be responsible for docking and contacting the courier company, dealing with problematic pieces, inbound and shelving operation, outbound and receiving operations. When a customer sends an express, if the employee responsible for receiving the express is not present, other employees are not clear about the charges for sending express. When there is a problem piece that needs to be communicated over the phone, when the employee in charge of handling the problem courier is not available, other employees say that this should not be their job. In addition, these employees are more mobile, they are school students part-time, when they graduate, and then change to recruit a group of new people, and not professional enough. For campus express supermarkets, people are recruited in first, so that they can solve problems when they encounter them, and there is usually no training and guidance. Therefore, staff training and reasonable recruitment should be strengthened, so as to enhance the professional skills and professional quality of employees.

3.3. Outdated logistics equipment

At present, the campus express supermarket of University Z is mainly a third party responsible for the management of express delivery supermarket, the staff will send a group text message notification after the arrival of express delivery supermarket, due to the use of traditional information systems, express supermarket, slow, inefficient, and will inevitably be omitted when encountering a large number of express delivery. In the survey results of teachers and students reflect the logistics information shows that there is no notification of pick-up information to the school. Z University, with more and more students, the volume of courier will also be more and more large, in the survey results of teachers and students

reflect that this fixed-time pick-up is not flexible, during the daytime classes do not have time to pick up or send pieces, and want to pick up the pieces at night is not open for business. Although there is a smart courier cabinet, but now only a few groups of smart courier cabinet, completely unable to meet the current demand for courier services, and smart courier cabinet is placed in the courier supermarket inside the courier supermarket closes can not pick up the courier. There are also students and teachers reflect the ordinary shelves now have 23, more, the site is also relatively large, every time you need to find the courier to find their own, not at all convenient, not flexible. In short, the current campus express supermarket using more traditional logistics equipment, resulting in low staff efficiency and poor customer experience.

4. Conclusion

4.1. Establishment of regulatory system correct guidance

Campus Express Supermarket is, after all, inside the school, so the need to express supermarket management into the school management, in accordance with school rules and regulations and follow the laws of the market, the establishment of the express supervision system, fine express management norms, standardise the express supermarket charges, improve the express damage, loss of compensation system, to provide students with complaints and rights channels, to protect the rights and interests of teachers and students, to maintain the order of campus safety and management of great significance.

4.2. Standardise staff management

Campus Express Supermarket can contact the campus logistics teachers or join the courier company to arrange lecturers to come over to teach training, so as to enhance the staff courier service capabilities. In addition, you can establish a "one cargo, one person" or "one thing, one person" appraisal mechanism, strict requirements for staff behaviour, to avoid undesirable behaviour; for courier emergencies (damage or loss) to establish a relevant mechanism, accountability to the person and to give demerit points, so as to enhance customer satisfaction. customer satisfaction.

4.3. Provision of differentiated services

According to the results of the survey, some students want to have home delivery services, such as delivery to dormitories and teaching buildings. It is suggested that the Campus Courier Service Centre student association under the supervision of the University Committee organise students who have time to arrange home delivery service in a paid manner, which can bring convenience to campus courier users while increasing the profit of the campus courier company.

4.4. Promote the application of information technology

Combined with the construction of smart campus, the introduction of self-service facilities operating enterprises, unified planning by the university, select appropriate places on campus to set up intelligent express cabinets centrally for joining the campus express supermarket or not join the courier enterprises, the pickup fees paid by the pickup party belong to the investor (self-service facilities operating enterprises or campus express supermarket), to facilitate teachers and students to pick up and send express delivery, so

as to enhance the satisfaction of teachers and students.

References

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