



An Analysis of Service Quality Assurance of International Logistics Enterprises Under Experience Economy

Xiaofei Ma^{1,a}, Naimei Chu^{2*}

¹School of Transport, Nanning University, Nanning, 530000, China

²College of Innovation and Entrepreneurship Education, Nanning University, Nanning, 530000, China

^axiaofeima0206@163.com

*Corresponding author's e-mail: 1109879719@qq.com

Abstract. In the era of experience economy, international logistics enterprises are facing challenges and opportunities. Experience economy emphasises the importance of consumers' overall experience and feelings, which prompts logistics enterprises to re-examine the service quality assurance mechanism. Enhancing service quality, strengthening brand image, and innovating experience have become key challenges. This paper firstly analyses the background of international logistics enterprises under the experience economy, then combs through the existing problems, then analyses the future development trend of international logistics enterprises, and finally proposes to guarantee the service quality of international logistics enterprises under the experience economy by constructing a long-lasting service value chain, so as to provide reference for the development of service quality assurance of international logistics enterprises.

Keywords: experience economy; international logistics enterprises; service quality assurance; long-lasting service value chain.

1 Introduction

In recent years, the "experience economy" has a rapid development trend in the international arena, and the consumer hotspots constructed on the basis of users' experience needs have been springing up. With the development of globalisation, China's total international trade has been increasing year after year, and according to the data of "New International Land and Sea Trade Corridor Development Report 2023" prepared by the Research Institute of the Ministry of Commerce at the New Land and Sea Corridor Economic Development Forum 2023, the trade volume between the provinces, autonomous regions and municipalities co-built by the New Land and Sea Corridor and ASEAN alone has increased from USD 75.6 billion in 2017 to USD 131 billion in 2022, with an average annual growth rate of 11.6%. . And international logistics enterprises as a closer to international trade geographic distance and trade links, weaving and

ASEAN international production network, to achieve "channel + economic and trade + industry" linkage development of key links, how to adapt to the experience of the economy under the new needs of trade partners to ensure the quality of service has become an important issue for enterprises. [1] This paper firstly bases on the background of "differentiation and new experience" that customers demand from international logistics enterprises in the service process under the experience economy, then analyses the main problems encountered by international logistics enterprises in the development of service under the experience economy in the traditional economic form, and then combines the development of the experience economy with the development trend of the transformation of international logistics enterprises to think about it, and finally analyses and analyses the main problems encountered by international logistics enterprises under the experience economy. Then, we think about the development trend of experience economy and the transformation of international logistics enterprises, and finally, we put forward the solutions for international logistics enterprises to improve the quality of service and guarantee the development of enterprises under the experience economy, so as to provide reference and guidance for international logistics enterprises to improve their competitiveness under the new economic form.

2 Background

Experience economy is the fourth type of economy after agricultural economy, industrial economy and service economy.

The term "experience economy" first became known to society in the book *The Experience Economy*, co-authored by Pine and Gilmore in 1999. In the book, Pine and Gilmore proposed that products and services have been far from meeting customer consumption demand, enterprises want to achieve new competitive advantages, to the customer "deep experience" as a new form of economic implementation; marketing concepts from the traditional "customers for rational consumers" The marketing concept is also from the traditional "customers are rational consumers" rational economic man assumption to the belief that consumers are both rational and emotional.

In this context, the market demand has changed dramatically, the mass of standard products will gradually lose power, people are increasingly in pursuit of those who can contribute to the formation of their own personalised image, show their own distinctive products or services, the demand for personalised products and services more and more high customers. [2] It can be predicted that if the international logistics enterprises can not adjust the quality of service in a timely manner, it is difficult to "post-epidemic era" increasingly white-hot competition in the industry to stand out, and even face the risk of being eliminated by the market. All these have put forward new requirements for international logistics enterprises to create "personalised, differentiated and diversified" logistics services with the help of innovation-driven development, and to provide customers with "efficient, convenient and safe" logistics service experience.

3 Problems and Challenges of Service Quality Assurance for International Logistics Enterprises in the Experience Economy

Despite the widespread existence of the experience economy and the willingness of consumers to pay for it, companies have not found a service quality assurance system that takes advantage of the experience economy to give them a competitive advantage.

3.1 Insufficient Understanding of Experience Economy by International Logistics Enterprises

International logistics enterprises are still stuck in the traditional value creation subject only consumers on the one-dimensional thinking, focusing only on the logistics level of the price advantage, etc., while the experience economy trend is to start from the life and situation, shaping the consumer's sensory experience and thinking identity, so as to capture the attention of consumers, change consumer behaviour, not only the function and quality of the product itself, the need for enterprises to find a new value for the survival of the product and the space. [3]The company needs to find new survival value and space for its products. (Based on the research of enterprise marketing strategy in the experience economy) Insufficient knowledge of the experience economy has led international logistics enterprises to fail to fully understand the consumers' emphasis on the overall experience and feeling of the product or service in the experience economy. In addition, the experience economy also emphasises the importance of brand image and consumer experience. [4] However, international logistics enterprises have neglected brand building and marketing strategies to comply with consumer experiential needs, and it is difficult to enhance consumers' awareness and goodwill towards their brands.

The reason for this is that enterprises do not really understand the connotation and development of the experience economy of great significance, which leads to the intrinsic value of the experience economy is not really tapped.

3.2 Customers Have Different Requirements for Service Experience Under the Complex Logistics Soft Environment

International logistics involves a number of different countries (or regions), whether it is with the producer or consumer in the space interval and time distance, or in the process of goods (commodities) for the logistics of the process of movement, each link of the customer experience requirements style are not the same. Secondly, the national characteristics of different countries make international logistics enterprises subject to great limitations. [5] Coupled with the differences in the soft environment of logistics, forcing an international logistics enterprises may need to operate in a number of different legal, cultural, customary, linguistic, scientific and technological environments, which undoubtedly greatly increase the international logistics enterprises in the actual

operation of a wide range of consumer experience needs in a timely and accurate to meet.

3.3 Information Barriers Between Consumers and International Logistics Enterprises

Lack of effective service feedback mechanism between traditional international logistics enterprises and consumers to reach an effective information connection, often a service to the delivery of goods on the termination of the service, customer satisfaction feedback is still basically relying on the old "word of mouth" way, it is difficult to form an effective service feedback intention of the two-way incentive network, and different countries due to different economic and technological development level, and the two-way incentive network. [6]At the same time, different countries due to different levels of economic and technological development, so that the international logistics in different scientific and technological conditions under the auspices, and even because of some regions simply can not apply some digital technology, in extreme cases, and even lead to the international logistics enterprises and customers, even the daily communication or understanding of real-time transport of goods can not be grasped, resulting in the decline in the level of whole-system operation.

4 Experience Economy Under the International Logistics Enterprise Service Quality Assurance Development Trend

Experience economy industry development process, also accelerated the development of international logistics enterprises personalised services. At the same time, with the continuous development of society, international logistics services consumers' consumption concepts have also changed, from the past "delivery of goods" to "delivery of good goods", "experience to promote consumption" upgrade. The main performance in the following points.

4.1 Service Demand from the Provision of Products to the Provision of Diversified Services Extension

The demand for services extends from the provision of products to the provision of diversified services. With the deepening of the experience economy, the international logistics industry has entered a new stage of experiential development, consumers not only attach importance to international logistics and transport services, but also desire to obtain the satisfaction of differentiated service experience. [7] Experience economy shows the fragmentation and personalised characteristics, the more international logistics enterprises can achieve diversified and personalised production and services around the consumer, the higher the revenue can be obtained!

4.2 Transformation of Service Demand from Homogenisation to Differentiation

Under the background of experience economy, the international logistics industry is changing from price as the main means of competition to the direction of satisfying customers' personalised services. [8] Distinguished from homogenised product competition, international logistics enterprise service products are no longer the traditional service products in the past, but personalised, differentiated and diversified service products as a breakthrough in service, which in turn improves the economic efficiency of the industry.

4.3 Service Performance from the Consumer Experience Integration of Innovative Logistics Services

Under the experience economy, the status quo of international logistics enterprise services places more emphasis on personalisation, customisation and high-quality consumer experience, which affects the requirements and standards of international logistics enterprise services.

5 Countermeasures to Ensure the Service Quality of International Logistics Enterprises Under the Experience Economy

In view of the above problems, international logistics enterprises can offer to build a long-lasting service value chain, create a closed chain of experience economy service value through basic and auxiliary activities, and build a long-lasting guarantee system of e-commerce service quality by optimising the various links in the service value chain of international logistics enterprises. The service value chain mainly consists of "one system and three cycles", which are internal cycle (i.e., internal service value chain), intermediate cycle (i.e., production service value chain), and external cycle (external service value chain) constituting the cyclic system, and it forms the layer-by-layer value-added and benign cyclic effect between the value circulation of each activity element. [9]The mechanism is as follows: internal service optimisation of international logistics enterprises → employee satisfaction and loyalty → increased productivity of employees → increased value of external services of international logistics enterprises → increased customer satisfaction and loyalty → strengthened profitability and growth of international logistics enterprises → re-optimisation of internal services of international logistics enterprises to form a virtuous cycle, in which the production service value chain bridges the internal and external cycles to form the service value chain of the enterprise. [10]The production service value chain bridges the internal and external cycles to form an enterprise service value chain, forming an organically integrated and mutually complementary service system, As shown in Figure 1.

In addition, international logistics enterprises can also establish industry guilds, the many scattered international logistics enterprises into an alliance, the formation of

service networks, the construction of artificial intelligence digital cloud platform, so that not only can accumulate a sufficient number of sets for the artificial intelligence cloud platform for big data mining out the latest consumer experience needs, but also to spread the cost of the artificial intelligence cloud platform construction to improve the international logistics digital development Level.

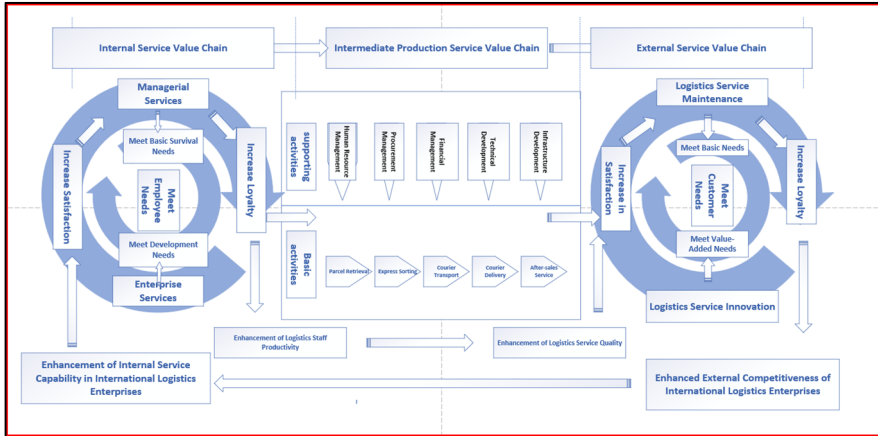


Fig. 1. - Service Quality Assurance System Model for International Logistics Enterprises
Image source: Author's own drawing

6 Conclusion

In the market environment where the experience economy is gradually becoming dominant, this paper innovatively integrates the long-lasting service value chain into the service quality guarantee mechanism of international logistics enterprises to provide useful reference for international logistics enterprises in the formulation of corporate service quality strategy under the experience economy. In order to better meet the needs and expectations of consumers. [11]International logistics enterprises to improve service quality, strengthen brand image, innovation experience is the key challenge and opportunity in the era of experience economy. By continuously optimising service processes, enhancing customer experience and strengthening brand marketing, international logistics enterprises can stand out in the fierce market competition, win consumers' favour and achieve sustainable development. [12] Therefore, international logistics enterprises should actively adapt to the development trend of experience economy and continuously improve their service quality in order to achieve a closer connection with consumers and create a more pleasant and personalised logistics experience for them. Of course, each international logistics enterprise has its own characteristics point, the long-lasting value chain can not be completely matched, international logistics enterprises in actual operation also need to be optimised according to their own situation to learn from.

Acknowledgments

This paper is the stage results of the project "Core" Smart Picker - A New Solution for AI Operation and Maintenance Terminals in Automated Unmanned Warehousing Sorting (Project No.202311549016X), which is part of China's national college students' innovation and entrepreneurship training programme.

References

1. Chai, R. T.. (2023). Exploring the relationship between logistics and transport and regional economy. *Business Exhibition Economics* (24), 113-116. doi:10.19995/j.cnki.CN10-1617/F7.2023.24.113.
2. Jun-Yi Shi. (2023). Research on synergistic development of international e-commerce and international logistics industry. *Logistics Science and Technology* (24), 65-68. doi:10.13714/j.cnki.1002-3100.2023.24.019.
3. Lu, B. S.. (2023). Research on the status quo and countermeasures of international logistics in the context of cross-border e-commerce. *China Packaging* (12), 69-74. doi: CNKI:SUN:ZBZZ.0.2023-12-018.
4. Li Qin, Wang Yu, Xiong Yu, Zhang Shu & Zhou Yu. (2023).Machine learning-based optimisation in a two-echelon logistics network for the dry port operation in China. *International Journal of Systems Science: Operations & Logistics* (1). doi: 10.1080/23302674.2023.2252321.
5. Pawar K.S., Potter Andrew & Lalwani Chandra.(2023).Editorial: Papers from the 25th International Symposium on Logistics (ISL). *The International Journal of Logistics Management* (6). doi:10.1108/IJLM-11-2023-606.
6. Benjamin Nitsche & Frank Straube.(2023).Current State and Future of International Logistics Networks-The Role of Digitalisation and Sustainability in a Globalised World. *Logistics* (4). doi:10.3390/LOGISTICS7040083.
7. Alessandro Mei, Maurizio Orlando, Luca Salvatori & Klaus Thiele.(2023).Fire-Induced Collapse of Automated Rack- Supported Warehouses. *ce/papers* (3-4). doi: 10.1002/CEPA.2701.
8. Yang X.. (2023). Marketing under the experience economy. *International PR* (15), 41-42. doi:10.16645/j.cnki.cn11-5281/c.2023.15.062.
9. Yashalova Natalia N. & Ruban Dmitry A.. (2023).Content of Corporate Vision Statements in Maritime Logistics: a Case Study of the Largest Companies. *economics*(3). doi:10.3390/ECONOMIES11030087.
10. Mou Jinjin & Wang Shuyun.(2023).Value-Added Service for Fashion Product Supply Chain with Overseas Warehouse Logistics Outsourcing. *Mathematical Problems in Engineering*. doi:10.1155/2023/8798358.
11. Saldanha John & DeAngelo Gregory.(2022).Regulatory bark and legal bite: how corruption and country institutional environments influence international logistics performance. *The International Journal of Logistics Management*(3). doi:10.1108/IJLM-07-2021-0367.
12. Fan Ming.(2022).International Logistics Management System Based on Cloud Computing Technology. *wireless Communications and Mobile Computing*. doi:10.1155/2022/4317578.

Open Access This chapter is licensed under the terms of the Creative Commons Attribution-NonCommercial 4.0 International License (<http://creativecommons.org/licenses/by-nc/4.0/>), which permits any noncommercial use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license and indicate if changes were made.

The images or other third party material in this chapter are included in the chapter's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the chapter's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder.

