Intelligent Customer Service

Capitalizing on technology can allow a business to better manage its day-to-day operations, as well as plot out its future development. Yuehong Fu reminds leaders of the varied values that technological innovation can bring to the table.

Only during the last 20 years has the commercial service industry entered a period of rapid development in China. We are committed to raising the level of technology used in this industry—for example, the integrated information management system we developed for this shopping mall. This system is immensely large.

Hundreds of shops and banks are networked together. Using this system, consumers can swipe a range of cards while shopping, while we collect market data for research purposes, and banks provide withdrawal and deposits services. The implementation of such a large-scale IT system has elevated the technology used by commercial enterprises in Beijing, and even throughout China, to a new high. Since the beginning, we have attached great importance to the use of high-tech methods, because the bigger the shopping mall, the more complexity involved, and consequently the more difficult it will be for people to do anything on their own. You have to capitalize on high technology.

We had experience in the successful use of high technology while managing the Yansha Friendship Shop. We had sound cooperation with IBM. We decided to introduce an information system while preparing for the development of the shopping mall. We also received support from banks after holding discussions with them. Now, we have several hundred POSs (points of service) connected to our information system.

The advantage is that the system boosts our efficiency by making all contracts and sales information accessible via the network. Cooperation and coordination can be realized quickly through computers. The system is the best solution to the challenge of high efficiency. Meanwhile, with this system we can understand sales trends. With this system, we can compare and analyze sales frequency hour-by-hour and day-by-day, during Mondays or during the weekend. We can conduct data comparison and analysis. The system can directly provide us with data to understand market and shop dynamics. With this data, we can know when a consumer will come to the mall, which shops can survive and which cannot.

After analysis done with these high technologies, we can decide to make practical adjustments with real effects. All of our people depend on our information system, financial system, and MI system to carry out their day-to-day work. The development of this information system has also guided the development of the entire shopping mall sector in China. Before our opening, most information systems were only used for supermarkets and department stores. The system we developed was a new one for shopping centers, especially for large-scale shopping centers. This system is now being implemented in many cities throughout China.

We must emphasize the use of high technology in our business development. It is vital, in fact. We will continue our efforts in this area. For example, we have built our website, and we plan to develop a peer-to-peer system for shop service. At the same time, we will also have some direct contact with consumers.

All of this will be accomplished through technological methods. I think high technology will become more and more widely used. It is a way for us to build bridges between shops and consumers.