

# Research on Digital Transformation Strategy of International Trade Enterprise Customer Service in Digital Economy Era

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**Abstract:** In the digital economy era, with the application of 5G, Internet of Things, big data, cloud computing, blockchain and other technologies, international trade is also included. International trade enterprises from the original simple emphasis on products as the center, development to the product itself and product services, customer service has become the lifeline of international trade enterprises. The era of digital economy calls for the transformation of digital services for customers and reshapes a new system of digital services for international trade enterprises. The digital services of international trade enterprises are featured by on-line, platform-based, intelligent and transparent. This article from the digital economy technology to the international trade enterprise started talking about the influence of international trade, and then analyzed the influence of the digital economy to international trade, international trade and international trade in the era of digital economy enterprise faces a series of problems, finally aimed at these problems put forward the corresponding transformation strategy, help international trade enterprises to better cope with the challenges of the digital economy era.

## 1. Introduction

The advent and development of digital economy is both an opportunity and a challenge for international trade enterprises. In the context of economic globalization, international trade enterprises are faced with global shocks<sup>[1]</sup>. In the unstable unknown market, international trade enterprises may encounter various problems, which will bring great threats to the survival and development of international trade enterprises. The application of digital economy has brought many influences to the international trade of international trading enterprises, which makes international trade enterprises get the opportunity of development. International Trade International trade enterprises should seize this opportunity in the era of digital economy to make themselves better survive and develop in the environment of economic globalization.

## 2. The Impact of the Digital Economy on International Trade

### 2.1 Promoted the Change of International Trade Pattern

The application of digital economy in the field of international trade can effectively promote the change of international trade pattern. In the traditional field of international trade, the dominant and leading position of the market has always been mastered by the major developed countries and large international trade enterprises, and the monopoly nature is very strong. These countries and international trading enterprises have absolute advantages in many aspects and usually make market rules based on their own interests, which makes it difficult for many developing countries and small and medium-sized international trading enterprises to participate in international cooperation and competition on an equal footing and thus face great challenges for survival and development. This also led to the international trade pattern appeared the undesirable pattern of polarization. However, the application of digital economy in the field of international trade effectively alleviates this problem. Developing countries and small and medium-sized international trade enterprises can use digital economy to collect international trade information and market information, analyze

favorable information, help themselves better find the market positioning, and promote the optimization of their international trade enterprise structure. More importantly, digital economy can help international trade enterprises to analyze the market trend, improve their ability to identify and avoid market risks, and provide international trade enterprises with more capital for market competition, which also gives many developing countries and small and medium-sized international trade enterprises more right to speak. Therefore, the application of digital economy promotes the change of international trade pattern.

## **2.2 Promoted the Optimization of International Trade Process**

In the context of economic globalization, the application of digital economy in the field of international trade can effectively promote the further optimization of international trade processes. The application of big data technology in international trade breaks the information barriers in traditional models<sup>[2]</sup>, improves the speed and breadth of information dissemination, and realizes the information sharing among international trade enterprises. Driven by the digital economy, all aspects of international trade have been innovated to a certain extent, among which international logistics and transportation is the best embodiment of international trade process optimization. By using digital economy, international trade enterprises can collect a large amount of market dynamic information and trade information, accurately analyze the supply chain state and market trend, and build a complete global supply chain system and logistics and transportation system. In this way, the optimal allocation of resources can be realized through optimizing logistics and transportation system and supply chain system, and the optimization of international trade process can be promoted.

## **3. The Digital Economy Era Calls for New Digital Services for International Trade Enterprises**

The social and economic development has experienced the era of agricultural revolution, industrial revolution and information technology. Every industrial and technological revolution has brought about great changes in people's production and life styles, thus constantly improving people's ability to understand and transform the world. At present, the social and economic development is rapidly entering the information technology era, which is changing from the traditional technology economy paradigm to the digital economy paradigm. A new generation of information technology, mobile Internet technology rapidly promote the development of digital economy, digital economy is high-speed and widely permeates the social other areas, the whole social economy presents the characteristics of digital, and restore the life of people learning works, profound changes with the development of social and economic power, development model, social and economic development into the era of digital economy. With the application of 5G connectivity, artificial intelligence, VR/AR and Internet of Things technologies, it will be able to better meet the needs of all kinds of customers and promote the transformation of social economy from industrial economy to digital economy<sup>[3]</sup>. The advent of digital economy inevitably requires digital services, which will redefine customer service, especially the connotation of digital transformation and development of international trade enterprises' customer service.

## **4. Digital Service is a New Stage of International Trade Enterprise Customer Service Transformation and Development**

The social and economic development from an agricultural economy, industrial economy to the era of digital economy, from a simple attaches great importance to the products as the center, the development to the product/service as the center, customer service also along with the social economic development, has realized from products and services, customer service, quality, service, experience service shift to digital services. The connotation of digital service in digital economy era mainly includes: online, platform and transparent.

### **4.1 Online**

Mobile Internet changes to the people live and work first begin from Internet consumption, the biggest characteristic of mobile payment is online, can initiate payment anytime and anywhere, break the time and space distance, real-time transactions, the length of the online consumer daily in spin, possess the characteristics of the real-time online, the merchant's goods and services also have real time online. In particular, when the consumption Internet turns to the industrial Internet, and the mobile Internet turns from life and entertainment to work and production, it becomes inevitable to realize the Internet of everything in the digital economy era. Online is the essential characteristic of the Internet, that is, the computer is in the state of network connection, is the pronoun of the Internet. When a computer is disconnected from the Internet, it is called offline. When a computer is connected to the Internet, it is online. Online is what happens when a computer is connected through the Internet. The online computer is no longer just a computer. The Internet enables the computer to connect to the world and the whole world and to access all kinds of information, services and applications online<sup>[4]</sup>. Mobile Internet has not only changed people's work and life style, but also accelerated the transformation of business model and service mode, which started from the consumption fields such as finance, payment, life, entertainment and transportation. The mobile payment anytime and anywhere has changed the business ecology of the consumption field, made the commodity transaction anytime and anywhere become a reality, and thus gave birth to online services.

## **4.2 Platformization**

The platform provides perfect trading rules and market regulatory environment for businesses. Merchants and buyers trade here, which not only satisfies the purchase of one party, but also promotes the value improvement of the other party, jointly building a materialized platform ecosystem. Mobile Internet platforms are systematic, software-based and intelligent application systems built for customers through computer technology, such as OA office system, ERP system, CRM system, Meituan, ctrip, jingdong, pinduoduo.com, Internet of things intelligent control system, etc., which can all be called platforms. Therefore<sup>[5]</sup>, the platform is to use computer programming applications to realize information sharing and data sharing, and to provide software and digital services for the digital economy. Platform-based service is a service module built on the platform to realize real-time online services while customers browse and consume on the platform. For example, the ARTIFICIAL intelligence question and answer platform set up by JINGdong shopping platform can initiate consultation and complaint service anytime and anywhere when you have a dispute or service problem while shopping on Jingdong shopping platform, and you can also handle return and refund service. Another example is the artificial intelligence service platform built by Ctrip, which sets up several kinds of problems for customers to consult frequently. Based on big data analysis, it generally locks the problems that customers want to consult and complain about, which can help customers solve problems quickly and timely. Therefore, the customer service intelligent operation system is embedded in the sales platform, and the PC terminal and the mobile terminal are equipped with AI artificial intelligence and information visualization technology to realize the transformation from "service carrier" to "service processing", which has become the main feature of the digital service transformation in the era of digital economy.

## **4.3 Transparency**

Transparency in the management of international trade enterprises means to make information, management system, product production, financial management, customer service, consultation and complaint and other contents related to the operation and management of international trade enterprises open and visible to customers. Transparent service is the external manifestation of international trade enterprises' transparent operation. International trade enterprises display some information resources that cannot be seen or touched by them through digital means, so that customers can more intuitively feel the overall state of management and operation of international trade enterprises, so as to promote the continuous improvement of service quality and jointly promote the scientific and transparent service management.

## **5. Digital Transformation Strategy of International Trade Customer Service for International Trade Enterprises in the Digital Economy Era**

### **5.1 Improve the Ability of Independent Innovation**

International Trade If international trade enterprises want to better deal with the challenges brought by big data, they need to pay attention to improve their independent innovation ability. With the continuous development of big data technology, international trade enterprises want to use big data technology to gain advantages in the fierce market competition, they need to pay attention to innovation, increase the investment of international trade enterprises in innovation, improve independent innovation ability, and strengthen the application ability of big data technology. International Trade International trade enterprises need to realize that under the joint influence of economic globalization and big data technology, the traditional international trade mode has been unable to keep pace with the operation pace of international trade at the present stage. International trade enterprises should update their trade concepts timely, pay more attention to big data technology, and carry out independent innovation on the basis of absorbing the successful experience of the industry. In view of the existing problems, international trade enterprises should carry out in-depth and all-round independent innovation in technology, market and management, and calmly deal with the huge challenges brought by big data and economic globalization, so as to promote the healthy and sustainable development of international trade.

### **5.2 Make Financial Innovation with Big Data Technology**

International Trade If international trade enterprises want to achieve better development under the joint influence of economic globalization and big data, they need to make active use of digital data technology for financial innovation. In the field of international trade, international financial institutions act as a bridge, which is an important basis for the development of international trade. International financial institutions have obvious advantages in data generated by customers, which is very important for international trade and can promote the development of international trade to a great extent. Therefore, for better development of international trade, international trade enterprises need to make financial innovation by using big data technology and conduct accurate analysis of the needs of international trade customers on the basis of financial big data, so as to better meet the needs of customers and the market, establish competitive advantages and obtain more profits. In the future development of international trade enterprises, international trade enterprises should explore better development strategies for financial innovation to promote their sustainable and healthy development.

### **5.3 The Service Object Changes from the Service Person to the Service “People + Things”**

This is the foundation and logical starting point for the recognition of digital service transformation of international trade enterprises. The core content of digital economy is the seamless connection between intelligent production and demand-manufacturing, that is, the right products are provided to the right people at the right time. The transmission rate in the 5G era is 100 times higher than that of 4G, and leapfrog breakthroughs have been achieved in three aspects: speed, capacity and delay. Thus, mobile communication technology not only serves the information connection between people, but also moves towards the connection between things, that is, from the “Internet of everyone” to the “Internet of everything”. 5G technology will be deeply integrated with ultra-HD video, VR/AR, cloud computing, smart home, smart city, Internet of vehicles, Internet of Things, artificial intelligence and other industries, bringing new growth opportunities for all sectors of society. This also means that the service objects of communication technology will be expanded from 2C (user-oriented) in the 4G era to 2B (commercial and international trade enterprises) in the 5G era, and the service scope will be extended to international trade enterprises, so that 5G will change the society and commerce and show unique value in serving the society and commerce.

### **5.4 The Function of Service Contact Changes from Channel Function to Service Function**

The function of service touch point should be transformed from “sales as the main service as the

auxiliary” to “precision marketing service” to accelerate the promotion of intelligent service in the field of sales. Big data before intervention, the so-called precision marketing is often international trade enterprises according to the internal record of customer product usage or expire, timely in the form of a sales call or SMS to recommend a new suitable products or services, but this kind of marketing model to the customer to the feeling of being harassed, often widely society, such as telephone harassment and SMS marketing too silent, marketing arrival rate and the effect is not ideal. With the development of informatization and digitization, consumers' consumption data are silently recorded, and with the popularization and development of Internet of Things technology and 5G technology, the objects and data that can be recorded are even in massive quantities. With the support of big data and AI algorithm, 5G technology can build more chain contact points between international trading enterprises and users, making promotional advertisements more in line with consumers' current context and behavior. Customers in the 5G background may just inadvertently “take a second look” when browsing information, and they may receive recommendation information suitable for themselves, and intelligent qingrui marketing is precisely and perfectly embedded.

## 6. Conclusion:

To sum up, in the context of economic globalization, the application of digital economy technology in the field of international trade has not only brought many positive effects to international trade enterprises, but also brought some negative effects to international trade enterprises. In this case, the international trade, international trade companies need to do is to explore effective measures, as much as possible to exert the positive effects of big data technology, to meet the challenges of the digital economy technology, avoid the corresponding risk, obtain competitive advantage in the fierce international competition, so as to realize the sustainable healthy development of their own.

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