

Research on Promoting "Internet +" Service Optimizing Electric Power Business Environment

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Abstract: In the new era, with the concept of "Internet +" being put forward, it has become an inevitable choice for enterprises to expand their new business mode with the main business as the core. Therefore, under the environment of "Internet + Electric Power Business Environment", electric power enterprises should actively innovate it when working in the electric power business environment to ensure that the service mode is more intelligent and personalized, to meet the needs to the greatest extent, to improve the working level and quality of the electric power business environment, and to enable electric power enterprises to develop in a sustainable direction. This paper makes a simple analysis and research on the innovation of electric power business environment under the environment of "Internet + Electric Power Business Environment", hoping to provide some help to relevant personnel and further promote the good development and progress of electric power enterprises.

1. Introduction

The application of electric energy promotes the economic development and social progress of our country, at the same time, it brings great convenience to people's life. Electric power has gradually developed into an important part of low-carbon energy in our country and provided a solid energy foundation for the sustainable development of our country. Under the background of supply form reform, electric power enterprises need to maintain good interaction with customer enterprises in product supply so as to ensure the rationality of product structure. Relevant government work reports points out that the formulation of the "Internet +" plan will continuously promote the combination of modern manufacturing industry with mobile Internet, Internet of Things, cloud computing and mobile big data to promote the healthy development of Internet finance and industrial Internet. Complying with the trend of the times and the call of the government, the State Grid has continuously innovated the marketing mode and moved towards the Internet era. It has continuously innovated the means and methods of service in the field of electric power marketing services. "Internet + Electric Power Marketing" mode has come into being. It is of positive practical significance to explore its existing problems and put forward the corresponding exploration direction.

2. Current Situation of Electric Power Network Marketing

Electric power marketing refers to enabling electric power customers to use safe, reliable, qualified and economical electric power products and receive thoughtful and satisfactory services through the supply-demand relationship in the ever-changing electric power market by taking the demand of electric power customers as the center. The objectives of power marketing include: to respond quickly to changes in electric power demand, to meet customers' electric power demand in real time, to help customers save energy and use electricity efficiently, to maximize the efficiency of electric power marketing, and to realize the best economic benefits of electric power supply enterprises, to provide high-quality electricity services, to establish good business relations with customers, to build the market image of electric power supply enterprises, and to improve the market share of terminal energy, etc. In electric power marketing, the basic functions of electric power marketing business include: (1) business development and decision-making; (2) demand

forecasting and management; (3) market planning and development; (4) public relations and image design; (5) electric power sales and contract management; (6) customer service and support; (7) electricity fee and price;. (8) new technologies; product development and electricity consulting. With the deepening of electric power system reform, electric power marketing has become the core business of electric power supply enterprises. The quality of electric power marketing work is directly related to the survival and development of enterprises and determines the market competitiveness of enterprises.

In the 1990s, with the continuous maturity of Internet technology, the Internet economy has also developed. More and more enterprises used the Internet to manage their operations. In order to further improve the internal management of enterprises, large-scale enterprises have taken the lead in building information platforms with the help of the Internet to effectively enhance their market competitiveness. Under this background, people have made more in-depth research on marketing methods, and customer behavior habits have also changed with the times. With the increasingly fierce market competition, the network marketing based on modern electronic communication technology was born.

At present, China's research on smart grid is mainly focused on the optimal mode of reliably integrating the current generation modes of hydropower, thermal power, nuclear power and renewable energy (wind power, biomass energy, ocean energy, solar photovoltaic power generation, solar thermal power generation, etc.) in the traditional power grid. Ji Yang et al. first discussed the development status of renewable energy and smart grid technology, studied smart grid and renewable energy grid-connected power generation together, established the control method of renewable energy grid-connected power generation under smart grid, pointed out the future development trend. Yang Qiping et al. studied the feasibility of electric power equipment monitoring system based on artificial intelligence technology through experimental examples, and described in detail the development and application of electric power equipment online monitoring system. The electric power monitoring is shown in Figure 1.

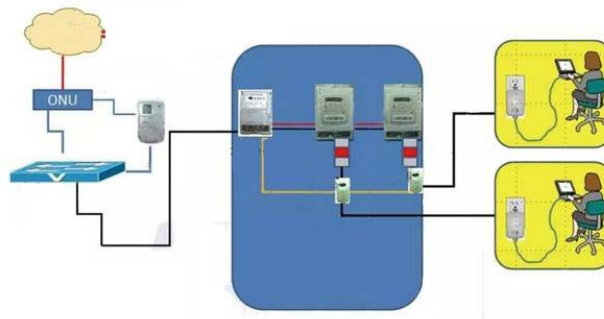


Figure 1. Online Monitoring System for Electric Power Equipment

3. Necessity of Developing "Internet + Electric Power Marketing" Mode

3.1 The Inevitable Result of the Development of "Internet +"

With the continuous development of information technology and computer technology, mobile Internet has gradually become an important channel for information dissemination. Due to the advantages of using Internet marketing to effectively reduce operating costs, easy release, timeliness, good interactivity and easy retrieval, it has been widely used in various fields. In the marketing transformation stage of electric power enterprises, "Internet + Electric Power Marketing" mode has become the trend of development and is a leap forward innovation to the traditional electric power experience mode.

3.2 Demand of Electricity Users

With the continuous development of social and economic level, the service experience of various industries presents diversified characteristics, and the electricity users put forward new requirements for the service experience of electricity, thus creating the necessity for the

establishment of "Internet + Electric Power Marketing" mode and the transformation of traditional marketing mode.

3.3 The Inevitable Course of Electric Power System Reform

Facing the new energy distribution of the country, the competitiveness of electric power enterprises is increasingly fierce. The new electric power system reform is gradually deepening. The role of electric power supply enterprises is gradually changing from a finished product supplier to a service provider. The electric power market is also gradually changing from a "seller's market" to a "buyer's market", thus putting forward higher requirements on the quality and level of electric power supply enterprises serving the vast number of users and market subjects. Electric power marketing occupies a core position in the work of electric power enterprises. It is an important means to enhance the core competitiveness of enterprises, and has a profound impact on the development of enterprises.

4. Research on the Innovation Countermeasures of Electric Power Business Environment under the Environment of "Internet + Electric Power Business Environment"

"Internet +" refers to a new mode of integration of traditional industries and the current Internet to achieve common development. It is highly innovative in terms of operation, organization, management and profitability. "Internet +" has broken the passive situation of "+ Internet". At present, the important position of Internet is enough to promote a new format and industry that is deeply integrated with traditional industries. It has six major characteristics: cross-border integration, innovation-driven, restructuring, people-oriented, open thinking, connecting everything.

4.1 Set up Innovation Consciousness of Electric Power Marketing

Under the environment of "Internet + Electric Power Marketing", in order to improve the level of electric power marketing work and avoid problems as much as possible, we must intensify innovation and establish a good awareness of electric power marketing innovation.

4.2 Continuously Improve and Perfect Electric Power Marketing System

Under the environment of "Internet + Electric Power Marketing", during the period of carrying out electric power marketing work, enterprise management personnel should combine the actual situation and adopt the method of "point with surface" to carry out continuous promotion, so as to ensure the smooth progress of the work and the good development of electric power enterprises.

4.3 Increase the Application of Information Technology

Under the new situation, with the continuous development and progress of the times, all walks of life have actively applied information technology in the development process to keep up with the pace of the times and meet the needs of social development. Therefore, in the actual development process of electric power enterprises, it is necessary to increase the application of information technology and establish a sound information management system to ensure that the innovation of electric power marketing can be realized while the working level of electric power marketing can be effectively improved.

4.4 Optimize the Business Environment

For electric power companies, the marketing system has the most contact with customers, especially in the process of communication with large customers whose electricity sales are growing at a faster rate. The role of the marketing system cannot be ignored. For this reason, most electric power companies in China have transformed their service modes. In the past, the electric power company's services were all passive services, i.e. waiting for customers to come to inquire. Now, the electric power company has changed the passive service to active service, i.e. visiting customers on their own initiative. Moreover, this service is mainly in charge of the marketing department, the business office and the electricity fee office, which visit customers to understand

and communicate, actively listen to the suggestions of the customers to the electric power company, and provide the customers with information beneficial to the development of their enterprises. After the improvement of the above service mode, most electric power companies in our country have signed power-enterprise joint agreements with major customers and created a linkage address book between electric power companies and enterprises, which does not only improve the accuracy of electricity quantity prediction, but also further optimizes the business environment of electric power.

5. Conclusion

This paper takes the effect analysis of "Internet +" on the optimization of electric power business environment as the main research content. The research results show that "Internet +" has achieved good results in the optimization of electric power business environment. Firstly, the business environment of electric power enterprises has been optimized. Secondly, it helps the long-term development of electric power enterprises. Thirdly, the communication between customers and enterprises has been strengthened. Finally, the number of customer counter visits is reduced. In the future, it is necessary to further strengthen the research on the optimization effect of "Internet +" on the electric power business environment, so as to ensure that electric power enterprises can obtain long-term development on the basis of optimizing the business environment by using "Internet +".

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