

LOCAL GOVERNMENT SATISFACTION SURVEY AND COUNTERMEASURES RESEARCH

CHAPTER 1 INTRODUCTION

1.1 The background and significance of this study

1.1.1 Research Background

In the early years of the founding of the People's Republic of China, as China implemented a planned economy at that time, the government also formed the earliest traditional management system relatively naturally. "It is not just a traditional management model, but also a dual identity" operator and owner. In the prevailing environment at that time, the Chinese government had relatively reduced the function and role of the government to the public for public goods. After that, the Chinese government gradually established and improved the socialist market economic system. After five more important reforms, In addition to defects within the traditional system, government agencies, administrative systems, and government supervision have all undergone major changes to make them more rational. They have more detailedly divided the functions of the government, and the integration has reduced government agencies, simplified the classification of employees, and the internal structure of the government has rapidly developed. At the same time, the administrative efficiency of improving the service level of government workers has also greatly increased, becoming the primary goal of the government, and individual work methods and personal work attitudes are also relatively important, but problems have emerged and stability has driven the economy. Growth has also brought many serious societies The rapid transformation of the balance, our society has shown that the unprecedented situation can no longer meet the needs of its current society, the Chinese government is in the initial stage of the traditional government model, the transformation of the government is imminent. At this critical moment, the right to adapt and satisfaction has gradually Unity, fairness and transparency have become the government's operational goals. The government must also form an honest and efficient service, as well as pay attention to government service development and customer relations.

Customer Relationship Management(CRM) began to slowly enter our vision because of advanced management concepts. Since the creation of management concepts and management methods, the new concept of customer relationship management of the world's leading government has developed rapidly. Through years of experience, the government has achieved very mature application development and practice. Because the government administration and project management have a great role in the shared management theory, Western CRM has been widely applied to the CRM theory in the service of the government and the international community, and has a great help in the

government service management. At present, the CRM government in many countries has achieved good results.

In China, the people's government is the core component of the party. The most important part of our system is the level of the state and the public government. The government is not only a national machine. It is the window of communication between the people and the government, and the party's line. The government is The importance of the final policy practitioners and policy implementers is obvious. Accelerate the reform of the administrative system in China's local governments, speed up the construction of new rural areas, and ultimately realize the efficient administration of the local government, so that the promotion of comprehensive social, political, economic, and cultural development in rural areas in China is of irreplaceable significance.

1.1.2 Research Significance

The form of local government control is unique to China. This is the most effective way to reduce the level of government. The local government faces the vast majority of residents in cities and rural areas. The local government looks very small, but its system is relatively large and plays the most important role in management. We can say that the grass-roots level is the "heart of the people" in the social communication system. "This article combines government management concepts and the methods of customer relationship organization, and explores how government functions transform and transform existing business services in a controlled manner. In order to reach the local government, it has important theoretical and practical significance.

1.2 Research status at home and abroad

1.2.1 Foreign research status

Although the customer relationship theory has been involved in commercial activities and has helped a large part of business managers, relatively speaking, researchers in various countries do not have a unified standard and identification of their systems, resulting in the current customer relationship system is still not First, the current mainstream has the following statement:

The American management team Gartner Group Srivastava & Sahami (2009) was the first to put forward customer relationship theory in business activities. The Gartner Group team believes that customer relationship management (CRM) is a business strategy. They think that in business activities, we should pay attention to the customer's sense of experience. Sense of experience as a goal to stimulate consumer spending in business activities.

Roger (2001) believes that the government cannot focus solely on whether or not

customers are satisfied with consumption in consumer spending, but rather that consumers can feel happy in the consumption process and can do so as many times as possible. Consumption is the importance of customer relationship theory in business activities.

We found that the customer relationship theory has changed dramatically in B2B. It should be the supplier's continuous change in order not to be eliminated.

In a word, the theory of foreign customer relations means that, through the mastery of customer information in the previous period, it identifies and discovers its potential customers and stimulates customer consumption through different ways of stimulation and guidance.

Di (2013) In recent years, the concept of CRM has entered the government and it has achieved relatively good responses. The British government launched the "CRM National Strategy" in 2003 . For example, the Immigration Bureau of Thailand used CRM technology to implement personal 90-day report mailings. The duration of personal 90-day reports decreased by an average of 40% or more, and the number of reports that had been reported by the generations of the individuals was also reduced by more than 70%. SPSS and SAS also launched the CRM system for the government in 2003. It can be seen that the CRM customer management system has gained an important position in the daily office work of the government, and the customer management system has also been continuously used by more countries as "citizen relationship management".

The concept of Customer Relationship Management was formally proposed .

1.2.2 Domestic research status

In China, she is now the deputy director, researcher and doctoral supervisor of the China National Informationization Experts Advisory Committee. Chinese related analysts made their own interpretations in 2003 when the Chinese government accepted customer relationship experience and in 2004 "government informatization and modern e-commerce." In the elaboration, the Chinese government's current concept and management of customer relationships are mentioned. The endorsement also signifies that our country has already focused on customer relationships in the government. As a company centered on software development, invested a lot of money as early as in 2000 and made a CRM government system platform. It was also recognized by the Chinese government and received by leaders. It can be seen that our government attaches great importance to the customer relationship system. In academic research, Chen (2006) put forward an important customer-centered business philosophy in government operations. He analyzes the concept of customer relations, and the existing physique and

technology level in China, and puts forward the highest goal in the existing business model.

In 2009, the Chinese government stated that it should pay attention to customers. He believes that in today's highly competitive commercial activities, only the customer-centered use of its customer relationship management system makes it impossible for customers and governments to It is the relationship between sales and purchase, but it is necessary to drive customers into the internal part of their own government so that they can clearly understand the government's culture, purpose and direction, and invite the customers and the government to have a common understanding. Allows customers to experience high-quality services. It also emphasizes that if the government uses customer service concepts and ideas, it will be much simpler to deal with issues in government and citizens. Encouraging citizens to trust and be satisfied with the government's practices allows citizens and the government to reach a certain level of understanding. If the government regards the people as customers in its work and everything is customer-centered, citizens can enjoy the quality of high services while also enabling them to join the national concept, so that they can solve the problems of the government and citizens in the nation's construction. relationship.

In 2001, China analysis Office also considered that e-government and innovation concepts, government management concepts and customer relationship management concepts, and e-government information services have been introduced in two areas: They believe that we should gradually establish a governance concept. Focus on the concept of the government as an active information service strategy and the provision of services through new services. Continuously improve public administration information, such as implementing a comprehensive information service strategy. The government must promote the development and development of civil society in order to continuously improve public services.

Zhao and Zhao (2011) suggest that by studying the theoretical basis of customer relationship management and the basic operating mechanism of library information services, it is possible to improve the internal business processes of the library and obtain a satisfactory evaluation system. User satisfaction should also develop with the development of science to enhance the talent construction of digital systems.

In 2011, Chinese government believed that when the government provided services focused on serving the public, government agencies and their government staff would need to be honest. The government needs to meet the needs and requirements of citizens. First of all, the government must follow the people's wishes and needs.

Ma (2012) considered that the customer relationship management model can help improve sales and service capabilities. She analyzed the impact of customer relationship

management strategies in the form of e-commerce. The main factor is to propose three specific online communities, e-mail connections and measures for the customers shopping area.

Wu (2013) Discussed the relationship between the fairness of salary management and employee pay satisfaction. The results of data analysis show that the fairness of the company's compensation management (results, procedures, contacts, and information fairness) and the degree of compliance of the company influence the employee's various pay satisfaction (pay level, welfare, bonus, salary increase, compensation system, and management satisfaction). An important factor; The fairness of the company's pay management will have a significant direct or indirect impact on the employee's sense of belonging, work enthusiasm, and job performance.

Chinese government believes that the combination of monthly salary management concepts and the formation of individual customer relationship management is the development trend of future customer relationship management. This paper analyzes the origin and status of customer relationship management applications, presents five perspectives of customer relationship management concepts (strategies, processes, technologies, business strategies and capabilities), and analyzes the characteristics of classified industries.

Igor (1965) first proposed the concept of collaboration in 1965. The concept of collaboration means "1 + 1 > 2".

This means that all corporate profits are higher than the sum of the company's subsystems. Cooperation is an opportunity to gain the company's overall interest, which is related to the company's profitability. This definition focuses on collaboration.

The economic impact is the government's high success and sharing of intangible resources.

After a long period of exploration, the deep meaning of computer-assisted cooperation and computer-assisted collaboration has spread all over the world. Through time and space constraints, through the establishment of environmental communities to save material resources, improve the traditional way of communication of people, make their manpower and time to improve the efficiency and quality of social work.

1.3 Research content

The research content of this article is to collect the resources of local government organizations by creating local government organizations, local government subdivisions, customer demand analysis, and collaborative cooperation. In all aspects, the service

agency will provide government customers with better services and improve the level of service provided by the Chinese local government.

1.4 Technical route for research

1. Theoretical Exploration: Through reading the literature, we understand the current state of customer relationship management theory, customer relationship management theory, cooperative theory theory and research understanding.

2. Survey and research methods: Understand the status of research through survey data and questionnaires.

3, statistical analysis methods: According to the survey data for statistical analysis.