Research on personalized information recommendation service of shopping website based on customer satisfaction

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Abstract. This paper introduces the importance of customer satisfaction to the shopping site, summarizes the main contents of the personalized service of the shopping site, and puts forward the key elements needed in the process of customer satisfaction. Finally, the personalized service recommendation service strategy of shopping website based on customer satisfaction is given.

Key words. Customer satisfaction, Shopping website, Personalized information recommendation service.

1. Introduction

With the comprehensive deepening of the concept of Internet +, China's shopping site contains the category from the initial life class supplies to today's industry-wide coverage, just 20 years of development for the Chinese economy has brought tremendous changes, and online shopping The amount of increase for the shopping site has brought a lot of competitive pressure, which is the focus of this stage of research. China National Institute of Standardization Customer Satisfaction Assessment Center (referred to as "evaluation center") found in the study, shopping site development is good or not, the direct determinant is customer satisfaction, a positive correlation between the two logical link. [1] On the other hand, the rapid progress of information technology for the shopping site personalized information recommended service has brought a comprehensive space for development, information recommended service determines the site's attention and passenger flow, and in the competition, the shopping site personalized information Can further shorten the communication distance with the user, and further match the information needs of users, so as to improve customer satisfaction, once the information is the user needs, it will directly into the website of the dividend, which is expected to reach

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the shopping site Clear results, but often most of the information can not be used by customers. Therefore, based on customer satisfaction shopping site personalized information recommendation service research is the focus of this stage of research and focus.

2. Customer satisfaction is important for shopping sites

American scholars have studied the relationship between the sales revenue of the world's top 500 Chinese enterprises and their customer satisfaction. After systematic analysis, it has found that customer satisfaction has the effect of "early warning", which determines the trend of corporate financial indicators. The [2] Thus, customer satisfaction is the reality of the user for their products and their direct feedback, its importance is self-evident.

2.1. The inherent motivation for the sustainable development of shopping sites

China's online shopping market in 2015 reached 3.8 trillion yuan, an increase of 36.2%, the growth rate of one trillion yuan level, the total retail sales of social consumer goods accounted for 12.6%. We can see the online shopping market in China has become a mainstream way of consumption channels, which also accelerated the capital capital approach, according to incomplete statistics, the number of shopping sites in China has broken millions, and in a competitive state, every year There are tens of thousands of such sites shut down or closed down, and one of the most important factor is the customer satisfaction, which affect the elements of the user experience, shopping convenience, the type of goods and other factors, showing the most The main factor is the user's loyalty. [3] Thus, the shopping site is able to achieve sustainable development depends on whether the customer is satisfied, it is necessary to study it.

2.2. Shopping site at this stage the flow of funds efficiency

Customer satisfaction are set their transaction time, volume and secondary purchase behavior occurs, it can be said that the number of site dividends depends on the level of customer satisfaction, and ultimately the role of the flow of money in the shopping site. And whether the shopping site to ensure that the precise positioning of services and user differentiation needs of all-round meet the decision to determine the current efficiency of the flow of funds, the decision is the customer, and information services is the main means of site drainage, which is a serial The relationship between the connection, which can prove that customer satisfaction determines the purchase behavior, while the latter is the shopping site really want to achieve the closed-end end, most shopping sites in the business model on the hope that the use of a wide range of information services to ensure that customers, Of the various nodes in the only continuous improvement of customer satisfaction can improve the efficiency of the site at this stage of the flow of funds. [4]

2.3. Determinants of the scale of the development of shopping sites

Shopping site development factors are the main site traffic, the number of customers, the number of members, merchandise category, volume and site pressure capacity, under the influence of a variety of factors determine the comprehensive competitiveness of the site. And customer loyalty determines the site's traffic, membership and volume and other core content, not just the level of data content, but also the site itself, a combination of brand and ability, for the future development of shopping sites play a qualitative role The Shopping site in the development of large-scale, intensive as the goal, if not able to achieve sustained development, is bound to be eliminated for the market. [5] Therefore, customer satisfaction is the shopping site "life door", determines whether the site can be large-scale development.

3. Shopping site personalized information recommended services the main content

Shopping site personalized information recommended services include online information flow, information service delivery, customer information feedback, customer preferences and needs analysis and other content, in the continuous development of information technology today, shopping sites through large data, cloud computing and other core Technology to ensure that information services personalized, efficient and accurate, such as BAT leading enterprises in the improvement of existing information service model, the use of its advantages in the service content and function in the global scope of the greater success , This is the shopping site to learn, in the integration and subdivision of the field of specific core business content is as follows:

3.1. Methodological information function expansion

Methodology is the general way to understand the world and transform the world. From the point of view of the methodology, the personalized information recommendation service of the shopping site can find out whether the essence of the problem lies in obtaining the goodwill of the customer and improving the efficiency of the work. Specifically, the method of personalized information recommendation service mainly includes the breadth and depth of information service to enhance the effectiveness and synergy to achieve, so as to provide support for the development of the site, the main function of demand analysis, information, service, Interactive mode, data integration, cluster analysis and other aspects of the content, mainly based on the computer information technology level of functional development.

3.2. Analysis of the minds of the epistemological customers

Epistemology is to explore the nature of human understanding, structure, understanding and objective reality of the relationship between the standard and other

issues in the epistemological analysis of customer psychology to help access to its impact elements and to classify and research, to match the different people's personality Information needs. The analysis at the epistemological level is objective and concrete in terms of individual needs. Shopping site only fully understand the customer heart, can be targeted to recommend information, and personalized information can contain the specific content of the customer interested in the application of computer technology to achieve the specific sub-information push, so as to user needs As the core to achieve the content of the shopping site release.

3.3. Practical application of the perspective of the application of the site

"Practical theory" provides us with the basic principles and methods of understanding things, shopping sites only through continuous practice to understand the needs of customers, so in the information recommendation service around the user needs to work. In the computer application technology continues to practice and update, the shopping site can effectively through technical means to obtain more user needs information and analysis and processing, in the cluster analysis and data quality assurance can be further personalized, precise Of the information services to match among different groups, this differentiated information services can further meet the needs of different categories of users, is the focus of practice at this stage.

4. Based on the customer satisfaction of the shopping site personalized information recommended services to build elements

Customer satisfaction determines the core competitiveness of the shopping site, and its personalized information referral service to a large extent affect customer satisfaction, in a more perfect service customers can effectively obtain their own needs information, so in the Good use of validity to facilitate the transaction. In the systematic personality services need to meet a few conditions, as shown in Figure (Figure 1), the need to further understand the impact of customer satisfaction dimensions and based on this set of targeted personalized service recommended theme, and by virtue of superior computer Network technology capabilities to achieve personalized information referral service coverage of the whole channel.

4.1. Analysis of the impact of customer satisfaction

Shopping site in the personalized information before the recommendation, we must objectively analyze the factors that affect customer satisfaction, such as time, price, style, content, etc., in each of the points should be based on customer needs to further refine the content , For example, some customers prefer some special items in the preferences of life, in this information can be analyzed in the specific needs of the dimension, which includes category requirements, price requirements, content needs, in order to obtain customer satisfaction of the detailed content, after the di-
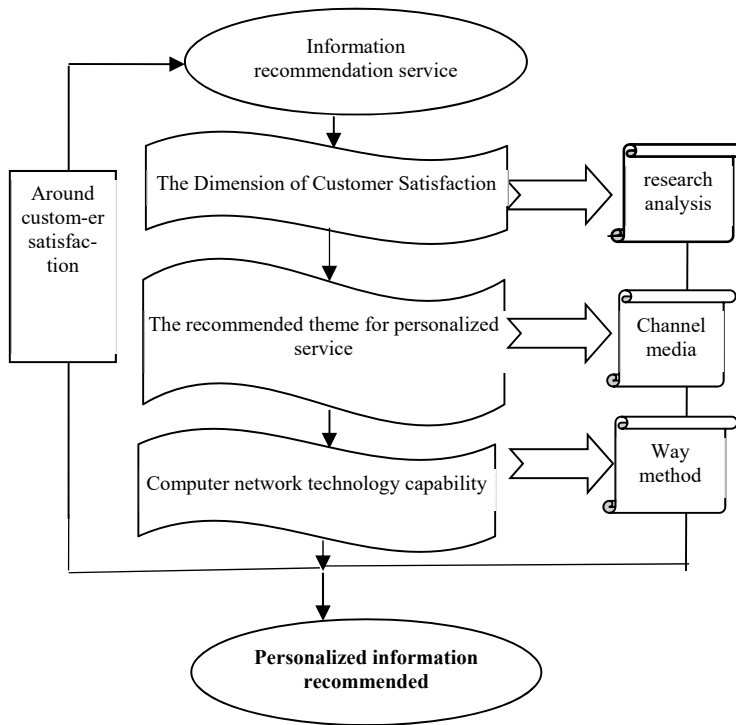
Fig. 1. Customer satisfaction based on the shopping site personalized information recommended services to build elements

mension analysis Will be the user's specific needs, so that the follow-up personalized information recommendation service can be widely recognized by customers.

4.2. Personalized service recommended theme settings

Customer satisfaction can be sorted on demand, because the category of customer needs is fixed on certain types of goods or prices, and the shopping site can set the recommended theme for this demand, such as promotions, discounts, buy gifts and other information Push, and this type of customer is precisely want to get this kind of information, the match between the two can accurately meet the differentiated customer needs, the technical level of the recommended system can also be effective for customers to distinguish and identify the theme, So as to continuously improve this fit, to achieve effective use of information to help customers reduce the cost of time, so as to effectively improve customer satisfaction.

4.3. Superior computer network technology capabilities

Customers in the process of constantly browsing information, will produce a certain degree of preference, this awareness can be captured through the computer

network technology capabilities, similar to the network reptiles after the same information in the "big data" and "cloud Calculation" of the application, you can effectively obtain the customer's quantitative preferences, and the shopping site under the guidance of indicators to better achieve personalized information referral service, the real guarantee of customer needs to meet, so in the depth of coupling analysis , Will continue to deepen the customer's sticky, again and again, the customer's satisfaction will continue to improve.

5. Based on customer satisfaction of the shopping site personalized information recommended service strategy

Shopping site competition white hot today, who can continue to increase customer satisfaction, who will be able to get the development of the initiative, but will gradually be eliminated for the market. In this context, personalized information recommendation service is particularly important, is the customer access to information and information on the main channels and channels, the advantage lies in the ability to match the needs of users, to provide users with convenient and accurate consumer information. the need for objective understanding of customer satisfaction specific information, which by analysis to establish a loyal customer training system, under the support of cutting-edge technology to create a good customer relationship management, and finally integrate channel resources to achieve personality The dynamic extension of the service.

5.1. To conduct customer satisfaction survey, build loyal customer training system

Shopping site before the information recommended, it is necessary to understand the depth of the existing customer satisfaction and its influencing factors in the process of interaction with customers to find their own problems and customer concerns, and then in the follow-up work, through personalization The information recommendation service to improve customer satisfaction. Specifically, the need to analyze the customer specific concerns of the information content and the user to mention, through the prize questionnaire, customer question and answer, data analysis, etc. to obtain more intuitive information and sorting, after clustering analysis based on customer information relevance As a basis to build a loyal customer training system, and then in the implementation phase of the high degree of matching personalized information recommended to the customer, so as to ensure customer satisfaction is improved, this objective analysis, processing methods are at this stage of shopping practice Effective work.

5.2. The comprehensive application of cutting-edge technology to achieve the coverage of personalized information

The continuous development of computer information technology, such as "big data", "cloud computing" and other cutting-edge technology in the continuous im-

provement of the information for the personalized recommendation to provide an effective support. In the design process of personalized information, based on the cluster analysis and similarity algorithm can effectively guarantee the effectiveness of information recommendation service, according to the shopping site operating entity and model can effectively use their own resources to reorganize the workflow, Under the influence of integrity can continue to improve the personalized information service model, and ultimately achieve personalized information coverage continues to improve, this highly efficient information services to meet the vast majority of users of differentiated needs, so as to ensure customer satisfaction improve.

5.3. To strengthen customer relationship management, to create a systematic interactive mode

Customer satisfaction is improved at the same time, through the strengthening of customer relationship management to reinforce the customer's awareness, and increasing customer demand in the case of a single category of information recommendation has been unable to cause effective customer perception, in such circumstances Can be created by the system of interactive mode, for key customers not only to independent information recommendation, and can introduce artificial customer service to create a systematic interactive mode, such as Taobao, only goods and other sites for customer satisfaction management is worth learning, These companies not only use the "big data" technology to carry out multi-threaded information to promote, while the introduction of artificial customer service to some important customers to manage the relationship, in such cases, through targeted personalized information services and effective Customer relationship management can achieve the overall improvement of customer satisfaction.

5.4. To promote the channel of resource integration, personalized service of the dynamic extension

In the Internet age, the export of information can be described as such as flowers, in a large number of information channels, how effective shopping site information to achieve accurate push, the need for a strong channel resources to achieve integration. Such as mailboxes, short messages and other channels are equipped with information filtering function, in such circumstances need to shop through the technical, business and other means to achieve the implementation of information referral services, which need to be effective through the integration of resources to ensure that personalized Of the information to match the demand, so as to improve customer satisfaction.

6. Conclusion

To sum up, based on customer satisfaction shopping site personalized information recommendation service research is necessary and feasible, in the current trend of increasing competition, the shopping site if you can not focus on "customer sat-

isfaction" to promote the work, Then it is bound to be able to effectively improve their own volume, for its comprehensive competitiveness has a great negative impact. The research found that the core of the reality of competition lies in the customer, and personalized information referral service technically can effectively improve the overall validity and effectiveness of the service, in the information recommendation service process, to achieve high matching user needs to meet, through the core Algorithms and clustering analysis can accurately control the user's real needs and browsing habits, so that shopping sites can analyze this demand for the follow-up to achieve a good website to achieve a good support. Through the loyal customer training system combined with the comprehensive application of cutting-edge technology, can effectively provide customers with all aspects of personalized information referral services, so as to continue through the interaction to improve customer relationship management effectiveness, in a wide range of channels to promote the integration of resources , The shopping site to achieve the dynamic extension of personalized service, which is the only way to the future development of shopping sites.

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