

# Analysis on the Diversified Payment in the Marketing Service of Power Supply Company

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**Abstract:** *The recovery efficiency of electric charge is related to the capital operation and recovery efficiency of enterprises. It is the main profit channel of power supply companies, and the recovery rate of electric charge of power supply companies is an important index to measure their management efficiency and profitability. With the rapid development of science and technology, payment methods gradually become diversified. The advantages and disadvantages of various payment methods play different roles in avoiding the risk of electricity charge recovery. In order to give full play to the role of diversified payment methods, this paper briefly describes the diversified payment methods in the marketing service of power supply companies, and analyzes the significance and effect of diversified payment methods in the marketing service of power supply companies.*

**Keywords:** power supply company marketing service; Diversified payment; The way; Meaning; effect.

## 1. INTRODUCTION

With the improvement of the market economy and the deepening of the reform of the electric power system, the customers have put forward higher requirements for electricity service. Among them, it is of great significance to expand the electric fee payment channels to improve the profit growth point and the electricity rate recovery rate of the power supply company and to establish a good corporate social image of the power supply company. As early as 2009, State Grid Corporation proposed the construction target of "full collection, full coverage and full cost control", deployed and started the construction of electricity information collection system, and realized the automation of meter reading accounting through docking with the business system.

In 2014, the State Grid Corporation deployed the remote real-time fee control system in all provinces, realizing the real-time fee calculation function of a large number of customers. In recent years, electronic channels such as "e-treasure" and "Palm Power" have realized online payment and 24-hour online response of customers, providing the basic conditions for the promotion of intelligent payment service. In recent years, State Grid Corporation has intensified its efforts to promote intelligent payment service based on the actual conditions of various provincial companies. In 2017, State Grid Corporation issued Opinions on the Promotion of intelligent Payment Service for Resident Customers in 2017, making payment methods more diversified. The following is a discussion and analysis of the diversified payment in the marketing service of power supply company.

## 2. ANALYSIS OF DIVERSIFIED PAYMENT MODES IN MARKETING SERVICES OF POWER SUPPLY COMPANIES

The diversified payment modes in the marketing service of power supply company mainly include:

### 2.1 Charging method of business hall

Business hall fees can provide users with a good payment environment and standardized service process, convenient for users to inquire, appeal, consultation, etc., more suitable for middle-aged and elderly customers. However, this way of electricity recovery for the workplace and environmental requirements are more strict. A power supply company may set up a payment business hall in places where users are concentrated and provide services such as cash payment, check payment, card meter sale, POS machine card payment, top-up coupon purchase, etc.

### 2.2 Collection by commercial institutions

Commercial agency collection refers to the power supply company using social resources, with the help of commercial agency network to recover electricity costs. There are two main ways for commercial institutions to collect electricity fees: the use of towns and villages of more formal commercial outlets; Cooperate with larger supermarket chains.

### 2.3 Pay the fee by swiping the card of the UnionPay POS machine

In other words, the POS machine of UnionPay is connected to the microcomputer of the business hall of the company. Customers do not need to carry cash or checks to pay at the counter of the business hall. They just need to swipe the card of UnionPay and the amount of the swiped card can be transmitted through the Unionpay data network system.

Real-time access to the company's electricity account, while the marketing system to customers pay electricity automatically electricity account processing. This charging method not only shortens the time of capital receipt, reduces the risk of capital, but also realizes the separation of human money and avoids the interference of human factors.

#### **2.4 Online banking fees**

Online banking fee payment is a way for electricity customers to log in to the online payment website of the bank, input relevant information according to the prompts of the website system, and pay electricity online with the bank card that has opened the online payment function. Electricity customers can pay electricity without leaving the house. This kind of payment is not limited by time, 24 hours a day can be paid at any time.

#### **2.5 Mobile phone payment**

Mobile phone payment refers to a way in which the power supply company and mobile communication operators sign cooperation agreements, stipulating that mobile phone users can pay electricity bills through mobile phone operation. This kind of payment service supports three payment methods, namely phone payment, free account payment and UnionPay card binding payment, which customers can choose freely according to their needs. The implementation of mobile phone payment, not only breaks through the time and space of customers to pay electricity, but also truly realizes the purpose of "using the finger instead of walking, one-button operation, easy payment".

#### **2.6 Smart Payment**

By means of information and communication technology, intelligent payment collects information of smart electricity meters and calculates electricity charges by using remote real-time fee control, marketing application, electricity consumption information collection and other systems as well as interactive platforms such as mobile phone SMS and voice phone, and sends commands and information such as electricity charge warning, power stop and resume remotely, realizing automatic calculation of available electricity balance, automatic warning of balance information, and power stop and resume instruction A way of charging a customer for electricity. In addition, with the continuous progress of science and technology, some new ways of electricity bill recovery are also emerging, such as third-party payment platform, authorized agent points and other ways of electricity bill recovery, which can complement the power supply company's electricity bill recovery work.

### **3. THE SIGNIFICANCE OF DIVERSIFIED PAYMENT IN THE MARKETING SERVICE OF POWER SUPPLY COMPANY**

With the progress of science and technology and the reform of electricity charge recovery of power supply companies, diversified payment methods have been gradually applied and popularized, which can not only provide more choices for users; At the same time, it can also reduce the difficulty of the power supply company to withdraw funds, and effectively avoid the risk of electricity cost recovery. The author believes that the significance of diversified payment in the marketing service of power supply company is as follows:

#### **3.1 Meet the personalized needs of users and improve the image of the power supply company**

Due to the limited charging window, long waiting time for customers, heavy workload in the business hall, chaotic charging order, and difficult to improve the quality of power service, electricity collection work is carried out through the business hall, which greatly affects the social image of the power supply company and is extremely unfavorable to the sustainable development of the enterprise. After the power supply company establishes a cooperative relationship with the bank to broaden the payment channels, the power users can use the bank to deduct, Unionpay card, online banking, telephone banking, multifunctional wall phone self-service payment, financial institutions collection, wireless mobile POS Various methods, such as machine, can meet the individual needs of different users, completely solve the problem of difficult payment, but also can improve the social image of the power supply company, optimize the allocation of resources, promote the healthy and orderly development of the enterprise.

#### **3.2 Shorten the collection time of electricity charges and reduce the risks of personnel and funds**

In the past, the power supply company mainly collected electricity charges through the business hall and through the collection of two ways, the payment efficiency is low, the time span is large, the electricity charges are kept by the staff, the lack of fund security, and the staff responsible for the collection of electricity charges work outside for a long time, personal safety is not guaranteed. The increase of payment channels can shorten the time span of electricity fee collection and guarantee the security of personnel and funds.

#### **3.3 Reduce the cost of electricity recovery and save the cost of electricity recovery**

In the past, the single electricity bill collection mode had complicated payment process and low enthusiasm of customers. As a

result, the power supply company had to spend a lot of time and energy to collect the electricity bill, which resulted in low efficiency of electricity bill recovery and great operating pressure of the business hall. After the rectification of electric power, the allocation of electric power resources is further optimized, the payment channels are increased, the selection of payment methods is improved, and the collection efficiency of electric power is greatly improved, which saves a lot of operation costs for enterprises.

#### **4. ANALYSIS OF THE EFFECT OF DIVERSIFIED PAYMENT IN THE MARKETING SERVICE OF POWER SUPPLY COMPANY**

##### **4.1 Strategies to improve the power supply company's marketing service ability**

In order to meet the needs of diversified payment and ensure the smooth operation of the hotline during the peak period, the power supply company needs to continuously improve the marketing management level of the power supply company. In addition to improving the business quality and service level of 95598 agents and formulating the strategy of 95598 to meet the peak, the author believes that the following strategies should be adopted: First, to promote the emergency notification service. After receiving a temporary blackout notification, agents can make an emergency recording in advance. After a user dials 95598, the user can hear the blackout scope and power delivery time immediately. In this way, the user can switch from passive to active, reduce the traffic transferred to manual, and achieve high efficiency and large coverage. Second, before the planned power outage can be taken to inform the network, television in advance, for large and important users of power SMS, inform the stop, power transmission time and reason, using SMS function, shitter 95598 manual traffic, so that higher efficiency, more unified service.

##### **4.2 Analysis on the effect of diversified payment in the marketing service of power supply company**

Power supply company marketing management to take a diversified way to charge electricity. The same customer base. The application of power supply company's centralized collection of electricity charges and POS machine charges is convenient for most rural customers. This kind of charging method can be paid near and across the power supply area, which is fast, convenient and transparent. The individual electricity charge account can pay more pre-stored electricity, saving the trouble of monthly electricity payment. At the same time, the business personnel of the power supply company will inform the customers of insufficient balance in time to avoid arrears, which is very popular with rural customers; The bank withholding payment method is convenient and suitable for the county customers with many financial outlets and busy personal work; Magnetic card meter charges avoid the merchant, landlord and power supply company electricity disputes, eliminate the risk of electricity collection; Special customers come to the door to collect, which reflects the power supply company's care and love for vulnerable groups. More important is the implementation of a variety of charging methods, truly deepening the marketing "five separation", the power supply company staff from the heavy work of charging, enrich the power distribution class and business class, the power supply company to further optimize the allocation of human resources, improve the power supply company professional management level, for better service customers to create conditions. Improve the majority of customers to the quality of service recognition and satisfaction, and the relationship between the masses has been further strengthened. Active publicity and promotion of online payment, mobile phone payment, electric charge card payment and other convenient and quick diversification of electric charge payment methods can not only reduce the pressure of payment of business hall, accelerate the rate of recovery of electricity funds, but also meet the needs of residential electricity customers for personalized payment of electricity. We should constantly expand the payment channels of customers, further meet customers' demand for diversified payment methods, facilitate the majority of residential customers to pay electricity, optimize the service level, and truly realize the "win-win" of social benefits and economic benefits. Really make the broad masses and customers enjoy the "high quality, convenient, standard, sincere" power supply service.

#### **5. CONCLUSION**

To sum up, with the progress of society and the change of people's lifestyle, users' demand for payment will also be increasing. Power supply companies should, according to their own situation, constantly expand the channels for electricity fee recovery, innovate the ways of electricity fee recovery, and use diversified payment ways to avoid the risk of electricity fee recovery. In addition, the diversified payment method in the marketing service of power supply companies effectively solves many drawbacks in the charging work, facilitates the customers, improves the management and service level of power supply, and better maintains the common interests of power supply companies and customers.

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