

# Research on the Impact Factors of Customer Satisfaction of Water Supply Service Enterprises-Taking Yinchuan Z Water Department as an Example

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**Abstract:** With the reform of the national water supply industry and the acceleration of the marketization and industrialization of urban water supply, the operating environment of water supply enterprises has undergone great changes, but also brought great challenges and broad space for development. This paper takes consumers in Ningxia as the research object, from the perspective of customer satisfaction, and takes Z Water Department of Yinchuan City in Ningxia as an example, the data are collected through the network. On this basis, this paper also puts forward several optimization suggestions for the improvement of customer satisfaction.

**Keywords:** Water Supply Service Enterprise; Customer Satisfaction; Impact

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## 1. Background and Problem Statement:

With the overall improvement of China's national economy level, the tap water supply management work also has higher requirements. As an important part of urban infrastructure construction, tap water supply directly affects people's quality of life. Therefore, the tap water supply management work should be done well. At the same time, with the deepening of water reform, the water supply industry marketization, industrialization process accelerated, the market competition of water supply enterprises intensified, more and more water supply enterprises increasingly pay attention to water supply management services, combined with customer satisfaction survey, can better improve water supply management, better serve customers. I chose to study and analyze the influencing factors of water supply management service on residents' satisfaction, and help enterprises to improve their management level.

## 2. Research objectives

Analyze the impact of customer satisfaction of water supply service enterprises.

Explore the influence mechanism between the following groups of factors.

Formulate targeted suggestions to improve customer satisfaction, and provide highly reference opinions for water supply service enterprises in the optimization of customer satisfaction.

## 3. Range of study

### 3.1 Significance and value

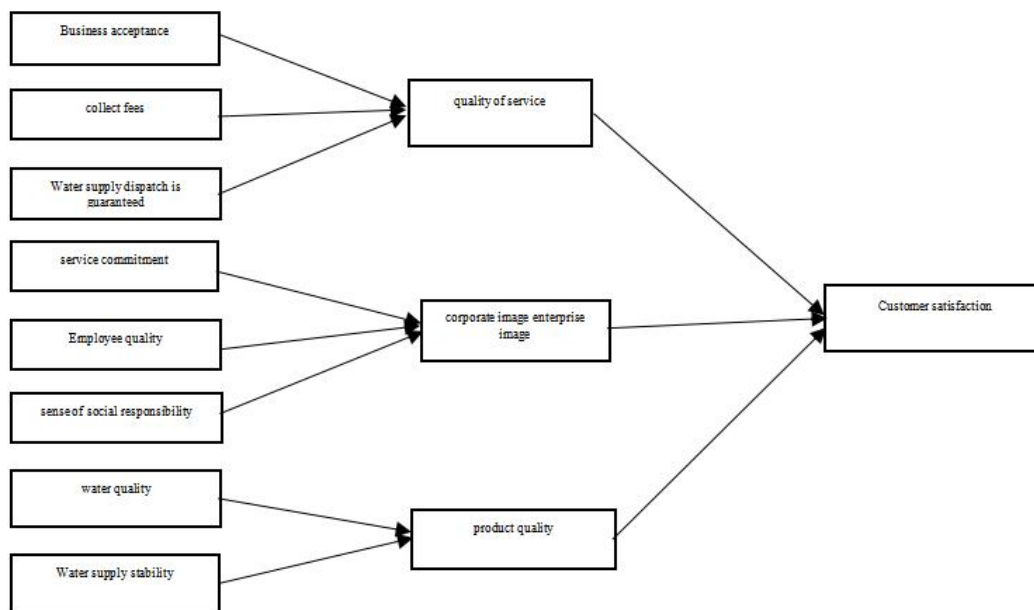
In terms of the theoretical value. On the basis of classic literature at home and abroad, from the perspective of customer satisfaction, explore the influencing factors of Yinchuan water service enterprises, build a model can fully reveal the influencing factors of Yinchuan water service enterprises, help to enrich the customer satisfaction theory, customer relationship management theory, service marketing theory, related literature, enrich and enrich the existing customer satisfaction theory, customer relationship management theory and service marketing theory. In terms of real value. This study has clarified the influencing factors of the customer satisfaction of the water supply service enterprises in Yinchuan city, so that the water supply service enterprises can better meet the

market demand and provide theoretical support for the improvement of customer satisfaction. This will help to enrich and enrich the existing customer satisfaction theory, customer relationship management theory and service marketing theory, and has a certain practical value for water supply service enterprises to improve customer service and obtain considerable economic benefits in their market.

### 3.2 Regional demographic characteristics of the study

The population sample studied in this paper is from Ningxia, mainly from the consumer groups in Ningxia. The sample collection category was limited to Ningxia region, and the influencing factors of customer satisfaction of water supply service enterprises in Yinchuan city were investigated.

### 4. The conceptual framework of the research:



### 5. Theoretical principle

Zhong Shiqiong (2016) according to the characteristics of the water supply industry and Z city water company specific environment, using economics, enterprise management, marketing and other related theories and methods, the Z city water company customer relationship management countermeasures are systematic research, from the strengthening of enterprise culture construction, improve service quality, timely handle the key problems in customer service, improve the water supply price mechanism, follow up the pace of customer service management level discusses the corresponding management countermeasures. Wang Shuo (2012) analyzed the influencing factors of customer satisfaction of water supply service enterprises from the perspective of whole customer experience and business links. Taking the ZZ Water Department is well developed in the industry as the evaluation object, he conducted a questionnaire survey on water users in Z city by means of stratified sampling, and analyzed and calculated their customer satisfaction. According to the evaluation results, although ZZ Water Department has done a lot of work in customer relationship management and quality process management, there are still problems such as no detailed services for different types of customers, insufficient concise design of business process, and insufficient refined quality process management. Jade (2015) to C water supply co., LTD. As the object, for reference to customer satisfaction, customer service management theory and service marketing concept, explore the analysis of water supply enterprise customer service mechanism, and from the customer service system carrier, customer service culture, customer service organization and other areas of customer service system construction, the C water supply co., LTD., the implementation of customer service system and evaluation.

### Related research

Jayaramu, Kumar, et al. (2014) studied customer satisfaction in the intermittent water supply areas and 24 / 7 water supply areas of Hubli City. The stratified sampling method was applied for the four groups, that is, low income, middle income, high income and

backward class, namely, the registered actor / registered tribe (SC / ST) groups. The results showed that the majority of customers in the 24 / 7 presentation were very satisfied with water quality, continuity, water and pressure; with slight dissatisfaction with the correction of customer complaints (12%). In contrast, there is considerable dissatisfaction with the water quality, continuity and pressure in intermittent water supply areas. Both the all-weather demonstration zone and the intermittent service zone support the city's large-scale project.

## Conclusion

Service quality: First of all, "customer-centered" marks that all units and departments of the company should be customer-oriented in the process, technology and management, carry out work around the service, and create a "customer-centered" service chain. Water supply service enterprises should establish the concept of "mutual customers", and only when the internal customer satisfaction is good can the external customer satisfaction rise. Secondly, strengthen the communication with the government departments and the water supply industry, establish and improve the urban water supply price formation mechanism, so that the formulation, adjustment and management of the water price is really on the track of scientific, rationalization, standardization and legal system. Corporate image: First of all, the building of the corporate image needs to be carried out in the appearance and image of the enterprise, the improvement of the internal layout of the staff service awareness, the standardization of the service work behavior, the dress and mental outlook of the company employees, and the service commitment. Secondly, innovate the working mode, enhance employees' sense of responsibility and execution. Through optimizing the personnel allocation and through the reform of the compensation model, the service awareness and work enthusiasm of the marketing service personnel are stimulated. Product quality: First of all, establish the water quality management system of water supply service enterprises, and improve the water supply service enterprises to improve the ability to judge whether the water quality (including water source, water source, the end of water) meets the standard. Secondly, with the help of the new generation of wireless network, Internet of things, cloud computing and other information technologies, the real-time monitoring and dynamic management of all links from water to faucet and discharge are realized, so as to improve the intelligent management level of urban water supply security.

## References

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