Analysis on Customer Satisfaction from the Perspective of Cross-border Network Retail Platform AliExpress

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Abstract: On the basis of reviewing the research on customer satisfaction of domestic and foreign scholars, this paper takes the AliExpress platform as an example, expounds the connotation of customer satisfaction from the perspective of cross-border network retail platform, and focuses on the AliExpress DSR service score, namely, product description, customer service and cross-border logistics to analyze customer satisfaction. It is designed to enable merchants to provide superior customer service, increase customer satisfaction, attract and retain customers.

Keywords: customer satisfaction, cross-border network retail platform, AliExpress

1. INTRODUCTION

In recent years, with the increasing global penetration rate of the Internet, cross-border e-commerce has been developed rapidly, becoming a new trend in the development of traditional e-commerce. On November 26, 2018, Premier Keqiang Li presided over the decision of the State Council executive meeting to continue and improve the cross-border e-commerce retail import policy and expand the scope of application, and promote the two-way development of cross-border e-commerce import and export. The conference will promote the healthy and stable development of cross-border e-commerce in China. Under the wave of cross-border e-commerce development, many cross-border network retail platforms have emerged rapidly. According to data from the Ministry of Commerce, there are more than 5,000 cross-border network retail platforms in China, and 200,000 companies engaged in this business.Among these platforms, people are most familiar with AliExpress, Amazon, eBay, and Wish. AliExpress is the only online trading platform created by Alibaba for the global market. It is one of the most abundant platforms in the world. The number of overseas buyers has exceeded 100 million, and the average number of daily visitors is 20 million[1]. This paper selects AliExpress as the research object, and analyzes the customer satisfaction of the cross-border network retail platform from the perspective of DSR service score, and analyzes various factors affecting customer satisfaction. Only by improving customer satisfaction and satisfying customers, can the number of visitors be stabilized and long-term customer relationships be maintained, thereby enhancing competitiveness.Under the background of the "Belt and Road Initiative" (BRI), The paper provides theoretical support for merchants in cross-border network retail platform to improve customer satisfaction and increase sales in cross-border market.

2. CUSTOMER SATISFACTION ON THE BACKGROUND OF CROSS-BORDER E-COMMERCE

In the background of cross-border e-commerce, due to customer diversity and business process diversity, customer satisfaction in cross-border network retailing is more complex and flexible than e-tailing.

2.1 Customer satisfaction

Scholars at home and abroad have done a lot of research on customer satisfaction.In 1965,Cardozo first proposed the theory of customer satisfaction[2]. He believes that improving customer satisfaction will allow customers to re-shop and not switch to other products. Prior to this, research on satisfaction focused on products.

According to Philip Kotler, customer satisfaction is the feeling of happiness or disappointment that a person compares the perceived effect of a product or service with the expected value. This psychological state corresponds to the degree of customer satisfaction or dissatisfaction is customer satisfaction[3]. Jun Qiao and other domestic scholars have studied the B2C website shopping, and believe that customer satisfaction is the evaluation made by the customer after comparing the products or services they experience with the starting expectations[4]. Cunyan Gao and other scholars believe that the customer's evaluation of satisfaction depends on the level of service quality they feel,it's an individual's feelings and evaluation[5].Based on the research of scholars at home and abroad, this paper analyzes customer satisfaction from the perspective of cross-border network retail platform.

2.2 Cross-border Network Retail Platform

With the rapid development of cross-border e-commerce, more and more cross-border retail platforms have emerged. These platforms connect goods, sellers and buyers to meet each other's needs, not just to provide simple channels and intermediary services, but to strive to be a complete "ecosystem" with great growth potential. A large number of sellers are gathered in different cross-border e-commerce platforms. Each platform enterprise connects more than two groups, bending and breaking the original industrial chain. The "platform ecosystem" is constantly forming[6].

2.3 Customer Satisfaction from the Perspective of Cross-border Network Retail Platform

From the perspective of cross-border network retail platform, customer satisfaction is the recognition and evaluation of the products or services provided by the customers. It is related to whether the customers trust and loyalty. Only when the customers are satisfied with the purchased products, it is possible to continue buying it over and over again,thus becoming a loyal customer, enabling the merchant to obtain long-term profit and development. When the customer compares the perceived effect of the obtained product with the expected value after the online shopping, if the perceived effect of the product is lower than the expected value, the customer will be dissatisfied, and the second purchase will not be made; if the effect matches the expected value, he will be satisfied, and the second purchase may be made; if the perceived effect is higher than the expected value, he will be highly satisfied, and thus may become a loyal customer and repeat purchase. Higher customer satisfaction will allow customers to have emotional connections with the business. However, different customers have different feelings about the same goods or services, and the customer satisfaction is different. The merchants need to provide personalized products and services to achieve customer satisfaction.

3. ANALYSIS ON CUSTOMER SATISFACTION DIMENSIONS BASED ON ALIEXPRESS SERVICE SCORES

In the field of cross-border network retailing, customer service scores are increasingly receiving attention from platforms and merchants. AliExpress, eBay, Wish, Amazon and other major platforms have set up customer service scores. AliExpress was established in 2010. With orders from nearly 220 countries and regions every day, tens of thousands of overseas consumers purchase goods on the AliExpress platform. Therefore, it is especially important to improve customer satisfaction and keep customers.Service scores are the platform's assessment of the overall situation of the store ,and it is a measure of the success of a store. The platform scores the seller's store by daily service. The higher scores, the better ranking of the search, and the value of the score has an impact on the number of shop window recommendations, platform activity rights, and marketing emails,as shown in Table 1.

Table 1.   Detailed description of the seller's service level

	Failed	Pass	Good	Excellent
Definition description	Last month, the daily service scores were less than 60 points	Last month,the daily service scores were greater than or equal to 60 and less than 80 points	Last month,the daily service scores were greater than or equal to 80 and less than 90 points	Last month,the daily service scores were greater than or equal to 90 points
Number of marketing messages	0	1000	2000	5000
Platform activity rights	Not allowed to participate	In normal participation	In normal participation	Priority participation
Number of window recommendations	None	None	1	3

（Source: AliExpress Platform）

Table 1 is based on the AliExpress backstage seller service.It can be seen from it that the higher service scores, the more window recommendations and marketing emails merchants can get, and the priority to participate in platform activities.Platform traffic is a key factor in attracting merchants to settle and operate. Promoting promotions through the platform is the core of the company's marketing performance.It is difficult for merchants with low service scores to make a profit.To improve the daily service score, they should first understand its composition indicators.In the AliExpress platform, the daily service consists of nine indicators, in which the goods are not eligible for arbitration, the rate of praise is no longer assessed, the 48-hour delivery rate is not assessed, the other six indicators .The values are as follows:

Table 2.   Detailed description of the seller's service level

Index	Scores
DSR logistics	15
DSR customer service	15
DSR product description	30
Dispute rate of not matched goods edition	15
Dispute rate of unreceived goods	15
Transaction not selling rate	10

（Source: AliExpress Platform）

It can be seen from Table 2 that in the operation of the AliExpress platform, DSR service scores are divided into a large proportion of stores in the weight measurement and product ranking.DSR(Detailed Seller Ratings) are a summary of all ratings from buyers about sellers over the past 6 months including product description , customer service, logistics. For merchants, DSR service scores are one of the most important assessment criteria, and the higher scores, the greater store's traffic and the higher conversion rate. When the DSR scores continue to rise, the store's natural search ranking will increase. Merchants pay more attention to the DSR scores. If the scores fall, they will analyze the causes and solve the problems to improve the DSR score.

Therefore, this paper is based on the daily service of the AliExpress platform, and analyzes the customer satisfaction through three dimensions of DSR product description, DSR customer service and DSR cross-border logistics under the cross-border network retail platform.

3.1 Product description

Product description is that the merchant introduces the product through pictures, text, video and other ways on the online retail platform. In the AliExpress daily service scores, the product description has the largest share. On the Internet, consumers can't see the actual goods,the high-quality product description can not only increase the beautification effect of the page, but also make the consumers know more about the product itself, thereby extending the consumer's stay time on the goods,increasing the conversion rate. So it is important to have a detailed and attractive description. On the cross-border network retail platform, the product description mainly includes product quality, graphic description, and performance price ratio.

3.1.1 Product quality

The quality of the commodity itself is the main factor determining the competitiveness[7]. For the cross-border network retail platform, in order to attract more new customers and maintain the original old customers, only if the quality is guaranteed, will the consumers generate trust and thus improve customer satisfaction. For example, when consumers buy shoes, they will first pay attention to the quality of shoes, such as materials, workmanship and comfort. Therefore, merchants must choose genuine and high-quality products when selecting products.In addition, the quality of the product should be described in a realistic manner and the quality of the product should not be overstated. Merchants should provide customers with personalized customized services, so that they can participate in the design and manufacture of products, and have a certain degree of quality of the products, resulting in higher satisfaction. When purchasing goods online, consumers can't directly touch the goods, so they will expect the goods according to the description of the goods. If the goods are found to be consistent with the expected quality or exceed the expected quality, the consumers will have a high level of satisfaction. If the gap between them is too large, consumers may give a bad review and no longer buy this product.

3.1.2 Graphic description

The graphic description of the product determines the consumer's expectations of the product. The higher the expectation, the easier it is to be dissatisfied. Therefore, for the merchants under the cross-border network retail platform, in the picture, the details of the picture should be added to display the products from multiple angles, so that each picture has high resolution and high definition. When describing the picture, firstly fill in the attributes and size specifications of the product, grasp the product selling point for accurate introduction, and not exaggerate the facts of the product, and ensure that the picture is not infringing, and avoid the product being removed from the platform due to the image infringement problem[8]. Secondly, the product information should be updated in a timely manner. When the product information is updated, the text information is not synchronized in time,after receiving the goods, the buyer will feel that the product description does not match, which may cause disputes. In short, in the graphic description, if merchants exaggerate the facts of the product, over-commit, or deceive the customer, it will cause the buyer to fall after the purchase.

3.1.3 Performance price ratio

Performance price ratio is seen as an important indicator of the purchase of goods. For merchants of cross-border network retail platforms, price is also an important factor. Buyers have their own estimated price for the product by knowing the quality and performance of the product and comparing it to the market price. When the price given by the merchant is much higher than the estimated price, the consumer may think that the price of the commodity is too high, and the quality is not worthy, thus giving up their purchase; when the price given   is far lower than the prepayment, consumers may doubt whether there is a problem with the quality of the product. Of course, there are also some consumers who like a certain product very much, don't care about the price, and don't buy the goods they dislike just because of the low price. All in all, businesses need to offer cost-effective products to meet consumer demand.

3.2 Customer service

Nowadays, the homogenization competition of products is serious, the business philosophy of the company begins to change, and more and more enterprises are beginning to pay attention to customer service. Customer service is a series of services provided by enterprises through marketing channels to meet customer needs, including pre-sale, in-sale, after-sale, etc. Customer satisfaction is the only indicator to evaluate the success or failure of corporate customer service[9].Customer service is an interactive process between the enterprise and the customer. The basis of its operation is supply chain integration[10].Overseas buyers are paying more and more attention to the shopping experience.Customer service is mainly reflected in the four aspects of service attitude, response time, customer service training and after-sales disputes. Quality customer service will increase customer satisfaction, attract new customers, and retain old customers.

3.2.1   Service attitude

From the beginning to the end of the service, the customer's perceived service effect through contact, communication and interaction with the service personnel will directly affect the customer's shopping experience[11].Therefore,service personnel should maintain a friendly attitude throughout the service, they may face different types of buyers, regardless of the buyer, to maintain a good attitude and politeness. In the cross-border network retail platform, the traffic of goods is getting more and more valuable, and a good service attitude will bring good reputation.Therefore, the service personnel should take the best service attitude, grasp the customers who need to consult the goods, and urge him to purchase and improve the conversion rate of the goods.

3.2.2   Response time

Online stores are virtual,and merchants cannot communicate with consumers face-to-face,so response time is very important.Some studies have found that the response time of the service personnel is directly proportional to customer satisfaction[12]. The feedback from the service personnel should be timely, set the content of the automatic reply in advance, answer some simple questions of the buyer, shorten the response time of the customer service, and save manpower. When the buyer needs to modify the postage price, he should respond promptly so as not to delay the buyer's payment. In the early stage of product sales, when a buyer has some questions, he should understand consumer's psychology,and give timely answers, or actively recommend other products to guide buyers to complete the transaction smoothly. When buyers have something that the merchant can't answer immediately, they should explain in time and find a solution to increase customer's trust and satisfaction.

3.2.3   Customer service training

The professionalism of service personnel is one of the important factors in customer satisfaction,it can motivate customers to generate positive emotions and help service personnel to provide customers with a pleasant service experience[13]. Therefore, first, the service personnel should have a deep understanding of the product .In addition, personalized service can be provided to customers through personalized information recommendation[14].Second, they must have professional services. Some customer service providers have not undergone professional customer service training and psychological qualities. Due to the complexity and information asymmetry of service personnel, it is difficult for customers to accurately evaluate the professionalism of service personnel.They may not have the patience when facing buyers. Therefore, service providers should highlight the professionalism of services through physical display[15].Third, they must understand the customs and habits of different countries. Under the cross-border network retail platform, buyers come from all countries and regions around the world, and their customs and habits are different. For example, Russian advocates the number 7, which is considered to be auspicious, happy, and perfect numbers. Chinese people like 6, but this is not popular among Westerners. Therefore, the service personnel should pay attention to

these details when communicating with Russian customers to avoid customer dissatisfaction. Similarly, Brazil is a Portuguese-speaking country, and the English penetration rate is not high, which is a common obstacle to poor communication with Brazilian customers. If the customer service use Portuguese for word chat,he can draw closer to them and build long-lasting customer relationships.

3.2.4   After-sales dispute

The after-sales disputes have a great impact on the merchants. If they are not handled properly, they will reduce customer satisfaction and affect the store service points, then affect the number of store marketing emails and window recommendations, and even make the store unable to participate platform activities. Therefore, the merchant should correctly handle the after-sales disputes. When the buyer propose that there is a problem with the quality of the goods received, such as defective or different products, the merchant should respond promptly, re-delivery or negotiate a refund, and make good after-sales service jobs.If after-sales disputes arise because the buyer does not understand how to use the product, the merchant should actively provide guidance and solutions to try to meet the needs of the buyer and avoid leaving bad reviews.At the same time, in order to avoid excessive after-sales disputes, merchants should promptly remove products with high complaint rates from stores, improve store satisfaction and increase sales.

3.3 Cross-border logistics

In the era of cross-border e-commerce where logistics is king, doing efficient and high-quality logistics services is a necessary condition for cross-border e-commerce enterprises to open markets and improve user experience. On March 29,2018, the CaiNiao network opened the first intercontinental regular route from Hangzhou Xiaoshan International Airport to Moscow, with 1-3 flights per week, providing sellers with better logistics channels, thus reducing logistics disputes[16]. For cross-border network retail platforms, cross-border logistics and cross-border e-commerce are interdependent. Cross-border e-commerce relies on cross-border logistics to survive, while cross-border logistics relies on cross-border e-commerce to make profits. The level of logistics service directly affects customer satisfaction and loyalty, so merchants need to pay attention to delivery time and speed, to ensure the integrity of the packaging of goods and the safety of goods.

3.3.1   Delivery time

The delivery period will affect the purchase rate of the buyer to a certain extent. In addition to the relevant special categories, the merchant can complete the delivery within 7 days, so in order to enhance the buyer's shopping experience, do not delay the delivery. If it is unable to ship within 7 working days in case of special circumstances, the merchant can negotiate with the buyer.If the delivery is not timely, the customer will lose interest in the product, and even return a refund, reducing customer satisfaction.

3.3.2   Delivery speed

To increase the speed of delivery, merchants should compare the delivery speed of several logistics companies, choose the fastest one, or set up overseas warehouses and border warehouses. For small and medium-sized cross-border e-commerce, traditional overseas warehouses are too expensive and risky,while virtual overseas warehouses have low storage costs, high flexibility, no need to stock up in advance,so it is suitable for them. Through the overseas warehouse, the buyer can receive the goods as soon as possible, leaving the buyer with a good impression of fast delivery. If there is a problem with the out of stock order, the customer service should promptly notify the buyer.When the buyer receives the goods in the fastest time, it is likely to have a higher satisfaction, thereby trusting the merchants and becoming loyal customers.

3.3.3   Product packaging

With the improvement of people's living standards, commodity packaging has become an important part of commodities. In addition to protecting the goods, the function of the product packaging can also beautify the

goods and improve customer satisfaction, it can be analyzed from these two aspects. First, the packaging of goods should be as good as possible to prevent damage and scratches. Plastic bags and bubble films can be used. Electronic products should consider moisture-proof problems. For fragile products such as ceramics, several layers of protective film should be wrapped to reduce the damage rate of goods.In cross-border logistics, when packaging is delivered to customers, it should be guaranteed to the best of its integrity and exquisiteness, and improve customer satisfaction. Second, commodity packaging can beautify the goods, so that consumers can make a good first impression on the goods through packaging, thereby stimulating consumers to make secondary purchases.

3.3.4 Safety of goods

In cross-border logistics, whether goods can arrive safely is also one of the factors that affect customer satisfaction. When the customer has high expectations for the purchased goods, but the accidental impact on the safe delivery of the goods during the transportation of the goods, the customer satisfaction will be greatly reduced. In the cross-border network retail platform, most of the goods are cross-border air and sea transportation. There are some uncertain factors in the transportation. The merchants must take precautionary measures and choose a reliable logistics company to minimize the risk of loss. For some special commodities, such as items that are prone to fire, they should be handled with care to ensure safe delivery. In addition to ensuring the safety of the goods during transportation, safety precautions should also be taken in the warehousing. The security system should be installed as much as possible to prevent the loss of goods caused by theft and robbery in the warehouse, which affects the customer's satisfaction.

4. CONCLUSIONS

Based on the AliExpress daily service scores, this paper analyzes the influencing factors of customer satisfaction on cross-border network retail platforms in terms of product description, customer service and cross-border logistics. For the merchants, they should comprehensively consider various factors according to their actual conditions, analyze the advantages and disadvantages of their own stores in a targeted manner, take the customer as the center, aim at customer satisfaction, and make full use of the convenience provided by the platform to improve customer satisfaction.

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