Using "Internet Plus" Logistics Service System of First-class Universities by using New Media

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ABSTRACT

At present, with the development of new media technology and its wide application, the traditional university logistics service model faces new challenges and changes. Based on current development of university logistics, this paper expounds significance of constructing "Internet plus logistics service" in colleges and universities in the new media age. Through analysis of successful application of new media technology in other industries, this paper focuses on specific using of new media technology to construct new logistics service system in universities, realize deep integration of new media and university logistics management service, and better enhance quality and level of logistics service in universities.

INTRODUCTION

Until June 2017, the number of Chinese netizens reached 751 million, and the number of Chinese mobile netizens has reached 724 million. The 20-29 age groups accounted for the highest proportion among all Internet users, reaching 29.7 percent. From the perspective of occupation, students take 24.8 percent, still the highest. Clearly as the most active group in using new media in such an Internet age. Young students they get much knowledge and information through new media, which also affects their life style, learning methods and ways of thinking. This brings both new challenges and great opportunities to university logistics service.

As early as 2015, China proposed to develop the "Internet plus” action plan. In 2017, the 19th National Congress of the Communist Party of China put forward the
goal of building a cyber power, and to promote deep integration of the Internet, big
date, artificial intelligence and real economy by using internet and information
technology. It has become an inevitable choice in development of university
logistics to promote change from "task-oriented logistics" to "multi-service oriented
logistics" by making use of "internet plus" and new media to efficiently improve
service efficiency, benefit and quality.

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AGE

The Functional Characteristics of New Media

New media refers to a form of communication, which use technologies of
network and mobile communication. New media uses Internet, broadband local area
network (LAN), wireless communication network as channels; computers, mobile
phones as the main output terminals. With the development of new media, forms of
new media mainly include Weibo, WeChat, BBS, etc. From the perspective of main
new media expression forms, new media has following five characteristics:

The Definition of College "Internet Plus" Logistics Service System

"Internet plus" logistics service system of universities refers to use new media
technologies and products as a means of modern management in all aspects of
management and service, fully integrate the available information resources. And it
is a process of improving the level of management and service that effectively
achieve deeply integration of online and offline services.

The Meaning of Using New Media Technology to Construct "Internet Plus"
Logistics Service in Colleges and Universities

(1) It is beneficial to sustainable development of university logistics
At present, the construction of "Double First-Class" university is in full swing,
and our colleges and universities are shifting from the mode of extensive
development to the mode of intensive development, and pay more attention to
coordinated development of scale, quality and efficiency.

(2) It is beneficial to improve quality and level of logistics service
In new media era, logistic services that closely related with work, study and life
of teachers and students are no longer accept passively. It is more inclined to use
mobile and online platforms, such as WeChat, Weibo, QQ, BBS, and Baidu post bar
to participate in logistics work for enhancing interaction and existence feeling.
Promoting construction of "Internet Plus" university logistics service system, on the
one hand, teachers and students can better express their views, put forward demands
and protect their rights and interests.
(3) It is beneficial to innovation and practice of logistics management.

In traditional sense, logistics management of universities is relatively random, which often result in out-dated management and delayed service due to the constraints of time and space. The construction of "Internet plus" college logistics service system and the extensive use of new media in logistics work are not only information in ordinary sense. It puts forward new requirements for online service function, there are convenient and intimate. It also promotes the offline management level effectively.

THE ENLIGHTENMENT OF SUCCESSFUL CASES OF NEW MEDIA OPERATION FOR THE CONSTRUCTION OF "INTERNET PLUS" LOGISTICS SERVICE IN COLLEGES AND UNIVERSITIES

The application of new media technology in university logistics service is a complicated and systematic project, which must be studied and understood on a macro level. The author will combine actual situation of logistics work and analyze successful cases of new media operation in other industries, so as to provide some suggestions for the construction of "Internet plus" college logistics service system.

Content is King, Let the Service Object Have More Affinity

Non-elegant words will not become popular. Both new media and traditional media should adhere to the concept of "content as king" in communication. Although many new ways of communication and technology are born, the ultimate purpose is to convey information and share information, which is always important. The quality of the published content also determines the level of attention. In the new media and self-media reading mode, the teachers and students in colleges and universities are not the traditional information audiences in more senses, but the consumption "users" of information. If it can meet the needs and resonate, an article can directly affect the forwarding of service objects, which must increase the number of potential "users".

For example, in the push of WeChat article, the platform manager should pay attention to the details of the article from the thought, and put more effort into the details such as title, language, typesetting, art work and so on. In style of writing, students can use common language and some buzzwords, such as "Parents, sprout new, logging tired". A straightforward, quality logistics will be presented to the teachers and students. The distance between service objects and logistics will also be quickly narrowed.
Communication First, Let the Service Objects Have More Sense of Participation

With the rapid development of new media technology, such as the WeChat, micro-blog, QQ, BBS and pasted bar, teachers and students could depend and emphasize interaction without exception. To make them satisfied, they must master the demands and suggestions of teachers and students in a timely and accurate manner. In the face of new media, blindly blocking, fearing and blocking is not a long-term solution. Instead, actively take advantage of the new media channels such as BBS, micro-platform and mailbox to interact with teachers and students.

In addition, using the new media and the influence of logistics work, some students' club organizations with new media should be established. Under the management and guidance of logistics staff, students are involved in logistics management service so that they could find a sense of belonging and orientation in the activities of logistics culture construction, publicity education, suggestion, public opinion monitoring, etc. At the same time, it will exert the influence of the community to promote the communication between the logistics units and the teachers and students, and expand the scope of the influence of the logistics service.

People-oriented and Let the Service Object Have More Sense of Acquisition

The new media has built a rich "online" service for university logistics, which has greatly expanded the connotation and extension of logistics service. However, "the Internet is not everything"; if the line is good but the real work is done poorly, it will be hard to convince teachers and students. At the same time, the real time and openness of new media put forward more stringent requirements on logistics management and service level. Therefore, the perfect "online" service will ultimately need to be supported by a strong "offline" service. The construction of a first-class "Internet plus" logistics service system cannot be separated from online services and offline service.

REFERENCES