

Analysis of Service Quality Improvement Strategies for Internet Online Education Products

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Abstract. In today's booming Internet economy, the Internet online education content, because of its simple content composition and low market entry barriers, so that many companies have chosen this type of business model. In the process of profitability, most companies ignore customer satisfaction and use short-sighted management methods to strive for quick short-term profits, which makes it difficult for the company to carry out long-term operations and retain good teachers and customers. In this paper, the service quality of Internet online education products is discussed as the main content, starting from the content, community-based service quality and after-sales service, analyzing the status quo and making suggestions. In the end, through case study and argumentation, it is concluded that the company needs to improve the diversity of the company's products, improve the quality of community service, as well as build up the specific after-sales service standards of online education products and the division of responsibilities, so that the quality of the Internet online education product service can be effectively improved.

Keywords: Internet online education products, service quality, community services.

1. Introduction

In the gray area of the Internet online education products, online community management as the main carrier, with a fixed production content as the knowledge material of a series of online education "interest" Internet learning products have emerged. In a world of aging and increasing population density, Internet online paid education products continue to appear, but their product types do not pay enough attention to the user's value satisfaction, and the Internet online education industry should pay more attention to long-term development in a market oriented to obtaining more benefits from customers. Dai Cheng combined the theory of use and satisfaction and the theory of experiential value, and found that the value archetype of the user experience of knowledge payment consists of instrumental value, spiritual value, emotional value and social value [1]. Currently, Internet education products are mainly divided into: K12 (basic education content), vocational skills such as MOOC, etc., as well as online education products in the gray area of hobbies and interests, with application software or public numbers or small programs as the main carrier. The need for online learning becomes essential to assist the need for online learning becomes essential to assist today's student's learning and educational trends [2]. In the post-New Guan epidemic era, Internet online educational products are still being developed and operated in a variety of forms, such as English education, programming education, and musical instrument education. In the current era, the period of transformation of various education companies, profit-oriented education products into a sales-oriented, educational services as a complementary product. The quality of the Internet education industry has become lower, and the threshold of entry has been lowered, so that the overall online education gives less impression and value to consumers. The short-term profitability of the promotional approach, in the long-term direction to open for customer satisfaction has caused a huge blow.

In terms of the new digital culture industry, in 2021, China's cultural enterprises above designated size realized operating income of 119.64 billion yuan, of which 16 industry subcategories with more obvious characteristics of the new digital culture industry realized operating income of 3,962.3 billion yuan, accounting for 33.3% of the ratio of the operating income of cultural enterprises. Divided by consumption structure, cultural consumption can be divided into developmental cultural consumption

and enjoyment cultural consumption. Developmental cultural consumption mainly refers to cultural consumption that promotes the overall development of human beings through science, education, art and so on, and cultivates the sentiment. Online education, as a typical representative of developmental digital cultural products, can show the developmental state of developmental digital cultural products [3]. Under such a huge and beautiful market prospect, the short-sighted management style of the company makes the company lower the priority of customer satisfaction, thus losing competitiveness in the competition. This paper will be analyzed by the literature analysis method combined with the author's own internship work experience in Internet online education products. It will analyze the type of Internet online education products (English online education), the specific way of product service, and the defects of Internet education products in the content of after-sales service. The final landing in the Internet online education product service quality, an important factor almost ignored by enterprises in the current market to analyze, from the product type, mode of operation, profitability methods and after-sales service and other aspects of the case study and discussion, will be the importance of the need to improve the quality of the service to be elaborated.

2. Internet English Online Education Product Research

2.1. Research on the Content of Internet English Online Education Products

2.1.1. Types of Internet-based online education products

According to research, online education products are usually categorized into five categories. The first category is the question-and-answer category, which is subdivided into photo search and community Q&A. The second category is tools. Examples include calculators, unit converters and word search tools. The third category is the tutoring category, which is the Internet plus classroom form of moving teachers and students from online to offline. The fourth category is the tutoring category. The difference between this category and the third is that the teaching activities are conducted offline, while the after-school tutoring, such as correcting homework and answering questions, is conducted online. The fifth category is the question bank category, in which students can utilize these products for targeted brush-up training [4]. This paper will focus on the combination of the fourth and fifth categories of mainstream Internet English online education products as an example, to explore the social software such as WeChat or QQ as the basis of the teaching platform, and will not be formally taught to customers but in the form of chat answers to customers to provide manual answer service. In combination with the company's pre-produced and continuously produced product content to form the basis of the content of the teaching, the formation of content plus Q&A combination.

2.1.2. Internet online education product content (English online education)

The content of the English online education product is mainly based on the reading text, video and audio content produced by the enterprise, combined with the online English operation teacher to share knowledge, teaching and online Q&A services to the users on the Internet using the community as the carrier. It is essentially composed of teaching materials, online operation and online sales. Take an original online word recitation company as an example, after accumulating enough users and user favorability with the word software, it opens an online mall of the corresponding brand to make profits. Then, it uses the funds gained from profits to purchase the required teaching materials and human resources for online operation, and carries out the cycle of realization. The contents of the educational products used by customers in the product life cycle are all purchased through the realization of the product's e-commerce mall as well as the funds from customers' purchasing of the courses.

2.2. Research on Socialization Service of Internet Online Education Products

2.2.1. The current situation of socialization of Internet online education products

Internet online education product community service refers to, in the user through the product advertising, user recommendations or product renewal and other consumer behavior, the online

operations team of personnel will be customers in different product lines as a group, in the Internet social software: WeChat, QQ and other software to establish communities.

2.2.2. Content of socialization services

The content of the socialization service is mainly based on knowledge content sharing and product-focused Q&A by the operation team for different product contents. Most of the contents are based on the videos, applications and Q&A contents that have been produced by the products themselves, and are equipped with the analysis of the corresponding contents, and the main composition of the service is carried out in the way of merging AI and real teaching. The knowledge-sharing content of real-life teaching generally comes from text materials purchased by the company's production team from other companies as well as self-created content by the operation team. The content of Q&A mainly comes from customers' questions about the knowledge in the product and the use of the software. In the author's internship experience, the author realized that most of the product usage problems can be solved by the product AI, and most of the problems that users have during the service process are based on the defects of the product itself, with fewer questions and corrections to the content. However, in the actual situation of solving these problems, customers are more inclined to look for online community-based services corresponding to the teacher to solve the corresponding AI and the original set of answers to the content of the manual. And it is in this context that the author also found when leading groups to deal with customer problems that the group members were also recapitulating the contents of the AI answers with the contents of the operation manuals, and there was no difference between the solutions given by the AIs and the real teachers in terms of the contents. Given that human intuition is more accurate, one should follow the recommendations of statistical models, however, in most cases, people prefer to trust human intuition instead. Consumers are more likely to rely on friends rather than computerized recommendation systems for suggestions about books, movies, and jokes. People value advice given by human experts more than statistical models [5]. In this case, the essence of the community-based service content is that the online educator is more skilled and clearer about the product, focusing on solving product problems and integrating the preparation of targeted content for the stock keeping unit (SKU) for first-time customers.

2.3. Research on After-sales Service of Internet Online Education Products

2.3.1. The structure of the Internet online education product after-sales

The after-sales service of Internet online education products is based on community-based service, maximizing the use of Q&A to solve customer problems, support when unable to meet the wishes of customers, and refund according to the proportion of service time and other after-sales treatment methods. In the event of product content errors and product use problems, the operations team will promptly communicate with the content review team and product production team to correct the content and maintain the product. If customers are dissatisfied with the content and service, the company will support the refund and convert the value of the product to another product line from the same company.

3. Customer Satisfaction and After-sales Service Process Analysis

3.1. Customer Conversion Rate in Case of Homogenization of Product Structure and Content

3.1.1. Customer conversion methods for Internet online education products

Internet online education products are sold as new customers with content in combination with product sales people, and old customers are converted with a single line of content renewals or multiple lines of products purchased at the same time. As many customers as possible will be pulled into the product life cycle. Companies get customers to buy and update various content in the company's products by utilizing customer testimonials and in-product advertising.

3.1.2. The impact of product structure content homogenization on customer conversion rates

Take the author's own internship experience as an example, at that time, the company's product structure is the same only to replace the internal English learning areas such as "speaking, listening, reading and so on the basis of the point of differentiation, the content to make a difference. But the product form is always and single, lack of practical relevance, for product design and the reason for the project is almost because of these components of the English test, when it comes to other areas similar to: programming, music learning and other areas of product production is also the same product model and mode of operation, is for a single successful product is unlimited and do not think about copying. However, such copying and quick project makes it difficult to update the content effectively, and the pressure of purchasing copyrights is even greater than the value of selling the product for profit. In the product content is difficult to update quickly, the content of the long-term cycle of use, the learning operation of the same content and community-based service content by the online operations team of different teaching quality for customer satisfaction has a negative impact. Too many SKUs and the conversion of similar or cross-type products require operation teachers to have a deep understanding of the field and the specific product in order to answer questions effectively, but the short training time and the very low proportion of regular employees and other reasons, so that the operation teachers cannot even understand the questions raised by users, in terms of customer satisfaction and sense of value of the two products, leaving a huge impact on customer satisfaction and the long-term viability of the product. Customer satisfaction is the state of pleasure or disappointment formed by the comparison of the perceived effect of a product or service with the expected value. Customer satisfaction is the state of pleasure or disappointment formed by the comparison of the perceived effect of a product or service with the expected value [6]. When the quality of the product is still high and the operation team is not yet too large, the customer satisfaction will be maintained at a high level because of the content of the teaching itself and the very fast response time of the community-based service. The nature of Internet online education is a profit model based on low-quality educational materials, supported by community-based services. Excessive expansion speed makes it necessary to increase too many operation personnel in the operation team in the short term, in the case of insufficient time for product understanding and training, the main body of the company mostly ignores the quality of the operation personnel, and takes the corresponding sales volume of the product as the criterion, so that the operation personnel whose teaching ability is the main focus is gradually transformed into the sales personnel whose sales ability is the longest focus, and ignores the satisfaction of the customers and the quality of the education. In the short term to obtain huge profits, for customer satisfaction is an important factor neglected, new customers in the growth of the number of old users are also losing. This short-sighted marketing and operation concept seriously affects the conversion rate of customers.

3.2. Socialization Services and Marketing of Online Education

3.2.1. Marketing of online educational products on the Internet

The marketing of Internet online education products is based on online purchase promotions and online communication between operating teachers and customers. The quality of the combination of the online teacher and the product content in the life cycle of the customer after the purchase of the product is the potential marketing influencing factor.

3.2.2. The impact of socialized service customer satisfaction on marketing

Pham & Nguyen investigated student satisfaction in an online language learning course at a university in Vietnam, proposing that students' interactions with peers, content, instructors' interactions, and self-regulation are the factors influencing student satisfaction. Jaeger studied college students' learning satisfaction at the level of instructor and course [7]. Take the customer satisfaction of community-based service of an online English education product as an example, in the case of homogenization of product content, when the teachers of the operation have the same teaching materials, after the company sends out the satisfaction questionnaire survey regularly in the

background as an example, the online operation teachers with higher customer satisfaction can get the data of higher average single guest consumption amount in the whole operation cycle of the product. And the click-through rate of the sharing links of the distributed teaching materials is higher than that of the operation teachers with low customer satisfaction. The company's back-office data shows that higher customer satisfaction levels result in more sales and more consistent long-term performance than those with lower customer satisfaction levels but higher short-term sales.

3.3. After-sales Service for Online Education Products

3.3.1. Distinction between E-commerce after-sales and online educational products after-sales

Unlike the e-commerce after-sale which is dominated by after-sale service mainly for refund, exchange and repair, the after-sale service of online education products is extremely vacant. In the after-sales service of online education content products, there are only two ways to deal with the whole refund and partial refund. The company is unable to assess how much of the content the user has experienced, and even less able to directly allow customers to articulate their own doubts about the content of the product, for the Internet online education products, virtual content-based almost no physical model. Distinguish the customer's problem is very challenging, the customer's subjective dissatisfaction is difficult to solve, and online operation teacher daily teaching operations, often cannot directly and effectively communicate with customers to solve the problem, resulting in more user complaints and the operation of the teacher's level of teaching decline.

3.3.2. Lack of after-sales service for online education products

The online education industry, which is mainly based on community-based services, binds the teachers of the operation team to the customers in all the teaching teams operated by them in terms of after-sales services, which makes the operation staff have multiple functions, and the unclear division of labor reduces the customer's satisfaction with the services and thus affects the revenue. In order to make profits, enterprises must pay attention to the progress of sales work, but the position of sales positions in the entire management chain is the weakest. Because there are many repeated online promotions for Internet online education products, they tend to avoid the importance of choosing easily accessible customer resources, and lack sufficient responsiveness in terms of follow-up data tracking and feedback. Customer management work is not emphasized, the work content is ignored, and management is often implemented through internal part-time or temporary recruitment in the form of loose personnel management. This seemingly low-investment job management approach also seriously affects the lifeline of business development [8]. And it is because of the overlap of functions and the depreciation of the value of goods, often make the customer and the online operation of the teacher to produce after-sales service contradictions, and this piece of the solution is almost always to the operation of the teacher to solve and deal with a single customer to complete the problem, where there is a lack of feedback and processing links.

4. Suggestions

4.1. Improvement in Customer Retention due to Increased Product Content Diversity

The serious homogenization caused by the repetition of a single product content can be improved by the method of the company's product line derivation matrix to enhance the diversity of teaching content. And in this case, companies can look for various teaching operators in different fields, in the overall company structure can be adjusted to each other's product lines and product learning, improve the understanding of the operating staff of the company's product lines, to facilitate and improve the professionalism of the operating teachers of a certain product line in the marketing and product development. Expand the company's brand dimension with new forms and contents, so that customers can find more reasons to stay in the company's profit system. Before opening a new product project, it should not just be a single copy of a product model that has been a hit, the lack of a strict market basis will make users less sticky. Many products are not based on rigorous market research before

design, because the products are too uniform and cannot be analyzed according to the actual level of students, on the contrary, there are more bundled sales products, which is not conducive to improving students' satisfaction [9]. In order to avoid the repetition of product homogenization, the number of SKUs should be strictly planned and considered, in the case of a controlled number of items, the depth of the product content can be expanded to enhance the customer's belonging to the product and trust, and continuous and effective updating will make the customer have a stronger willingness to use the product for a long period of time, which will strengthen the customer's satisfaction and loyalty.

4.2. Community Service Quality Optimization for Customer Conversion Rate Increase

The increase in customer satisfaction brought about by the optimization of the quality of community services will directly affect the efficiency of the operation teacher in making marketing recommendations to consumers. In the long run, the higher the customer satisfaction, the higher the customer loyalty, the higher the degree of retention of new and existing customers into the next life cycle of the product. The concept of service quality can not only do for the company's profitability but also can enhance the brand impression of the company's brand to a certain extent so that the marketing content of the external new customers more influential. Most companies increase consumer satisfaction primarily by improving the value of their products or services rather than quality; while the best companies beat their competitors by improving quality. While price and value are considered important, quality has always been recognized as the most important driver or influencer of customer satisfaction and customer loyalty in every consumer industry. Quality customization refers to a product or service that meets the specific needs of a consumer or satisfies an individual consumer's wants [10]. Quality customization in this case focuses more on the improvement of service quality. In the field of Internet online education, quality customization is the special and professional nature of the service, and is not solved by extensive advertising and promotion, and mechanical problem handling. And in the current community services, because the online education marketing and communication channels can only be limited to online, even with the free and wide range of dissemination, but also makes the user in the excessive content cannot find the focus of the marketing leads to a certain degree of both sides of the information does not become, so that the content of some announcements in the community or through the personal enterprise communication software for successful communication, the user in the complex teaching information After some announcements are successfully communicated in the community or through personal enterprise communication software, users can not fully access all the contents, resulting in the emergence of user mistrust. On this basis, it should be planned before the daily communication content is pushed, the fixed time of the teaching content and customers to establish a tacit understanding of the time and link, on this basis to ensure that the quality of the information should be high and the number should be small, so that customers can have a higher reception efficiency, in the event of server or software crashes and other unforeseen circumstances, the operation of the teacher can be more timely recovery of the corporate image, so as to establish a long-term loyalty and trust. Loyalty and trust in the way to enhance customer stickiness to create a higher customer conversion rate. Therefore, it is possible to improve the quality and details of community services to increase the conversion rate of customers in the same category or cross-category SKUs of company.

4.3. The Need to Improve After-sales Service for Online Education

User complaints arising from unclear division of responsibilities that reduce customer satisfaction are a serious blow to the company's brand impression and product vitality, separating the duties of operations teachers from those of such after-sales services. Failure to consider customer satisfaction as the most important factor will shorten the life cycle of the product. Once a product fails to retain existing customers and attract new ones, and enters a cycle where it is impossible to grow new customers, the product will face the situation of abandonment. This will cost the company a lot of money in terms of content development. Because the functions of operation and sales team are not fully decomposed, the operation teacher himself will also be involved in sales and after-sales service

to resolve conflicts, to a certain extent, through the trust brought by long-term teaching so that customers have a greater desire to buy, but in the case of after-sales service is not complete, even if the teacher maintains good communication with the customer for a long time, will also encounter, the economic aspects of the disputes. Some customers do not buy the product through the operation of the teacher's publicity, but also look for a random teacher for product returns and accountability, so that the operation of the teacher in the entire teaching process is in a passive state. After the customer to buy the product after-sales visits, for the customer's individual needs to develop learning programs, if the customer in the process of using the product really feel that the product does not meet the corresponding expectations, perfect after-sales service team should do a good job in a timely manner to refund the work, otherwise delay will lead to user resentment so that the user loss. Many customers will buy multiple SKUs because of the company's reputation, but the unfavorable behavior of one SKU will affect the customer's impression of the company's score. Online education sales, operation and after-sales service will generate many disputes and struggles in the actual operation process before they are fully perfected. If the customer and his teacher have unfavorable communication for a long time, because of the transaction number of disputes, will also make the product's educational attributes in the customer's subconscious weaker than its sales attributes, resulting in the loss of users.

5. Conclusion

In today's world of increasingly serious population pressure, people in order to enhance their own value in the post epidemic era focused on the choice of more Internet online educational products, and it is because of the huge profitability, most companies do not take the educational attributes as the most important factor to refer to, but rather to seize the market approach is mainly eager to achieve a large number of short-term profits, and use these funds to research and development of other product lines to repeat the short-term profits. Instead, they aim to capture the market and make large profits in the short term, and use these funds to research and develop other similar products. In this business environment, analyzing specific data, it seems that teachers who care more about customer satisfaction are more profitable in the long run and retain more customers than those who are strong in sales but do not care about customer satisfaction. The improvement of the after-sales service of Internet online education also needs a clearer division of responsibilities, separating the content of such complaints from the teaching content of the operation teacher, in order to make the operation teacher can get more time and energy to focus on improving customer satisfaction, so that the company can win more long-term profits, and to form a closed loop of sustainable development.

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