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Research on User demand and Development countermeasures of archives service enterprises

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Abstract: With the rapid development of the digital information age, China's archives socialization service awareness steadily improved, related policies have been introduced, archive information service demand continues to expand, the domestic archives service enterprises also rushed to emerge. This paper selects the archival service industry main body, that is, the archival service industry enterprise, analyzes its service scope and service object, obtains the data through the questionnaire survey, analyzes the needs of the current user, further makes the judgment of the user needs expectation, and puts forward countermeasures for industry development, in order to provide a more efficient and high-quality archival information service for the archival user.

Keywords: Archive service industry; Enterprise; User needs.

1. Introduction

In 2016, the Archives Administration of Zhejiang Province issued the Opinions on Promoting the Healthy Development of the Archives Service Industry in our Province, which clearly pointed out that the archives service industry is an important part of the archives industry in China, mainly through the use of modern information technology, management equipment, professional personnel and other social subjects in need of archives business services, to provide products, labor, technology and other services. In the archival service industry, the archival service enterprise is the industry representative, and its development is typical. From the perspective of the business scope of archival service, archival service enterprises can be said to be archival service companies that integrate the functions of archival equipment installation manufacturers, archival intermediary organizations, archival consulting service centers, archival offices, archival storage service centers, archival technical service centers and other functions, and take the socialization of archival service as the product. The main business activities are profit-oriented. It undertakes a series of business management activities, such as collection, management, preservation, sorting, transmission, utilization and destruction of archival file information. With the rapid development of the information age, the archival file information formed in all walks of life is increasing day by day, and more and more enterprises and institutions attach importance to the management and standardization of internal archives, leading to the archival service market for the development and utilization of archival information resources to further expand the demand of users. As the main body of the industry, archival service enterprises have also entered the stage of rapid development and need to explore more diversified service modes.

2. The service scope of archival service enterprises

At present, the service business of archive service industry enterprises in our country mainly includes file hosting service, file consulting service, file supplies sales service, file digital processing service, file software service, file business training service, file exhibition and display service, etc.

2.1. Archival consignment hosting services

Archival depository custody service mainly refers to that enterprises, governments, social organizations and individuals submit paper archives or electronic documents to archival service enterprises with standardized storage archives for depository custody, so as to solve the problem of locating archives that are not within the scope of comprehensive archives, and reduce the human, financial and material resources consumed by users for archival management. And achieve the purpose of safe and reliable preservation of archival documents. At present, the enterprises that can provide archive storage and custody services in China include Beijing Quantum Weiye Times Information Technology Co., LTD., Beijing Digital Keyi Technology Development Co., LTD., Shenjiang Wanguo Data Information Co., LTD., Anhui Baohulu Information Technology Group Co., LTD., Shenzhen Archive Storage Center, etc.

2.2. Archival consulting services

Archival consulting services are mainly for archival service enterprises to provide service users with archival management technical consultation, archival business consultation, archival arrangement consultation, archival legal consultation, archival information consultation and other business services by using their own professional advantages. For example, Shanghai Archives Consulting Service Center, Zhejiang Provincial Archives Office, Shenyang Archives Information Development Service Center, etc.

2.3. Sales services of archival supplies

Archival service enterprises earn profits by selling archival supplies in the market, including the supply of archival fittings, archival packaging materials, archival protection equipment, archival software products, etc. Enterprises engaged in this service include Guangzhou Huisen Archival Supplies Co., LTD., Shenyang Shenfei Archival Equipment Co., LTD., Jiangxi Sunshine Safety Equipment Group Co.,

LTD., Gansu Archival Supplies Service Center, etc.

2.4. Archives digital processing service

Archival digital processing services refer to relying on computer systems, using various technical means to digitize traditional paper archival information resources, and further storage and utilization. Enterprises providing digital archive processing services include Beijing Boluxida Digital Technology Co., LTD., East Port Ruiyun Data Technology Co., LTD., Shanghai CITIC Information Development Co., LTD., and Beijing Xingzhen Homology Digital System Co., LTD.

2.5. Archival software services

The archival software service mainly refers to the archival service enterprises providing their own developed software for users to use, so as to obtain certain economic benefits. This kind of software includes file management system, file digital processing software, file image identification software, file identification software, etc. Beijing Hanlong Siqi Digital Technology Co., LTD., Beijing Xingzhen Homologous Digital System Co., LTD., Shandong Sunde Software Co., LTD., etc., are involved in this field of business services.

2.6. Archival business training services

Archival business training service refers to that archival service enterprises take advantage of their own internal professional talents to provide users with professional business skills, management knowledge, technical training and other various services. For example, Beijing Oriental Feiyang Software Co., Ltd. provides training on computer software technology, and Huzhou Archival Affairs provides training for archival practitioners.

2.7. Archive exhibition and display services

Archival exhibition and display services refer to that some archival service enterprises provide service users with planning, design and production, exhibition and venue services related to

archival exhibition and display. For example, Beijing Qianli Ju Exhibition Co., LTD. Chuzhou Yaer Archives Service Co., LTD., Anhui Hengsheng City construction Archive Technology Co., Ltd. to provide archive exhibition design and implementation services.

3. The scope of service objects of archival service enterprises

There are many sources of service objects of archival service enterprises, which can be said to be oriented to the whole society. This paper will analyze enterprises and public institutions, government organs, social organizations and individuals respectively.

3.1. Enterprises and public institutions

Various enterprises are the main service objects of archival service industry. With the continuous development and expansion of enterprises, more and more paper archives and electronic documents will be accumulated internally. Enterprises themselves will face the traditional archives management mode can not be timely improved and updated, coupled with the lack of professional personnel and technical equipment, often lead to the loss of self-management costs are too high. Therefore, enterprises will choose enterprises to provide corresponding archival services according to their own needs, and partially or completely outsource the archival business. Although archives, libraries and other institutions themselves have more professional archives management systems, but with the increasingly apparent service advantages of archives service enterprises, some businesses need to rely on archives service enterprises to better complete, such as some traditional archives, which have a relatively large demand for labor. Need to provide efficient, high quality and safe archival business services through a variety of outsourcing services, to help improve their business activities.

3.2. Government Agencies

In the traditional sense, the archives management work of government agencies is mostly confidential and not open to the public at will. However, with the continuous development of archives, as well as the transformation of government functions and management system and mechanism, there are difficulties limited to the government's own personnel, equipment, funds and other factors. Therefore, according to the needs of practical work, government agencies gradually choose to outsource internal archives management, storage, digital processing and other businesses to professional archives service enterprises, so that the government can formulate an overall work plan for its own characteristics, and assist in the implementation of service programs.

3.3. Social organizations and individuals

With the continuous progress of social development, the professional management of archives has been gradually paid attention to, and the user groups with social organizations and individuals as the unit also began to accept business outsourcing services of archives service enterprises in various forms. For example, with the deepening of informatization, personal information data protection has been paid more and more attention. Archival service enterprises can be selected to provide users with data recovery, backup, encryption and other services to meet individual needs.

4. Survey and analysis of users' needs in archival service enterprises

4.1. Design of the questionnaire

By conducting a questionnaire survey on the user needs of archival service enterprises (this part is referred to as "archival service company"), the information needs of current real users and potential users of archival information service industry can be obtained, so as to conduct in-depth research and analysis on the development of the whole industry. The design content of the questionnaire mainly includes the user's basic information, the degree of understanding of the archival service company, the service provided by the archival service company, the expectation of the follow-up service of the archival service company and the focus of the selection of the archival service company. The questionnaire consists of 10 questions, which can be answered in single choice or multiple-choice format. The time for answering the questions is expected to be 3 minutes.

4.2. The basic data statistics and finishing

Because affected by the epidemic as well as the restriction that occupy the home, the only selected the online questionnaire investigation way, through the questionnaire star web page creation, and the platform release and WeChat

platform for forwarding, share, and propaganda. The data of this study were all from the results of questionnaire recovery. Due to the limitation of various factors, the scale of the survey was not large. A total of 51 questionnaires were collected by the final platform, with 1 invalid questionnaire excluded and 50 valid questionnaires remaining, and the effective rate reached more than 98%.In addition, the survey was distributed anonymously to the society, and the respondents were randomly selected, so there was no phenomenon of special research on the user group in the industry.

4.3. Questionnaire analysis

4.3.1. Analysis of users' basic information

As shown in Figure 1, there are a total of 50 effective users participating in this questionnaire survey, among which 17 are males and 33 are females. It can be seen that the female participants are about twice as many as the male participants, and the gender distribution is not balanced. Compared with the male, the female may pay more attention to the survey of archival service enterprises. As can be seen from Figure 2, 72% of the survey users are 20-30 years old, 24% are 30-40 years old, and the age range of the survey objects is relatively young. As can be seen from Figure 3, all the users in this survey have college education or above, and the number of users with master's degree or above is the largest. Therefore, it can be seen that the respondents in this survey have a good educational foundation.



Fig.1 Investigate the gender of the user

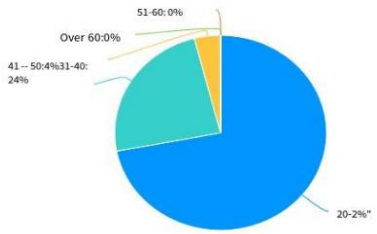


Fig.2 Investigates the age distribution of users

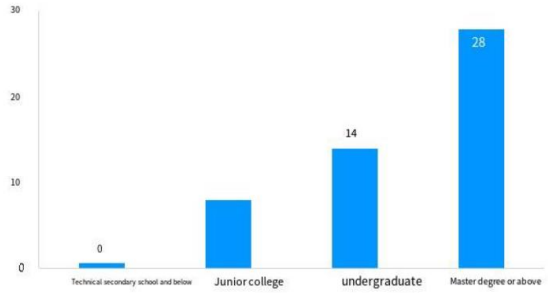


Fig.3 Investigates the user's level of education age distribution of users

4.3.2. Analysis of Archival basic literacy

As shown in Figure 4, 26% of the survey users are proficient in archival work, 38% have some knowledge of archival work, and 36% have never been exposed to archival work.On the whole, the vast majority of survey subjects have some understanding or even proficiency in archival work. Therefore, it can be said that the vast majority of survey users have certain basic literacy in archival work.

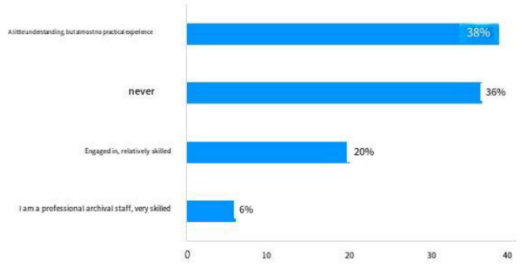


Fig.4 Investigates whether the users have been engaged in archival

4.3.3. User habits analysis of Archival service companies

As can be seen from Figure 5, among the surveyed users, 30% said that they have received business services from archival service companies; another 30% said that although they have not received such services, they have some knowledge about archival service companies; the remaining 40% said that they have neither received relevant services nor know about them. It can be seen that 60% of the surveyed users have some understanding of the service business of the archival service company.

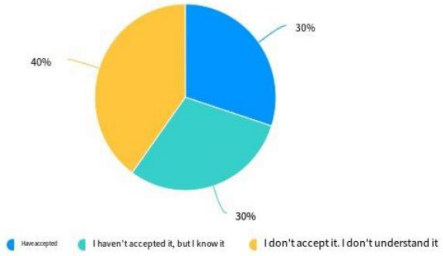


Fig. 5 Users' utilization and understanding of archival service companies' services

4.3.4. Analysis of the service status of Archival service companies

The identity statistics of users who receive business services from archival service companies are carried out. As can be seen from Figure 6, users come from different representative identities such as enterprises and public institutions, government agencies, social organizations and individuals when using archival service, among which individual users are the most, followed by other users (family as unit), enterprises and public institutions. This also indicates that the range of business objects of archival service enterprises is very wide. At the same time, it can be seen from Figure 7 that the archive business services accepted by the survey users are concentrated in the archive consulting service, archive software service, archive hosting service, archive digital processing service, and other businesses are also involved. As can be seen from Figure 8, the vast majority of users are satisfied with the business services provided by archival service companies, a few of them are not satisfied, and some of them are not satisfied. This also indicates that the current range of business services provided by archival service companies is wide, and the satisfaction of users is high, but the quality of service still needs to be further improved.

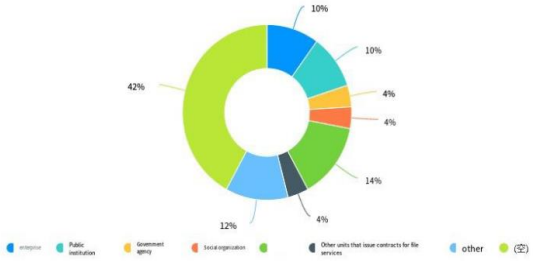


Fig.6 Investigates the identity statistics of users

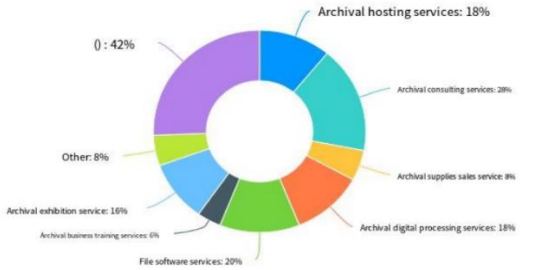


Fig.7 Investigates the file service business received by the user

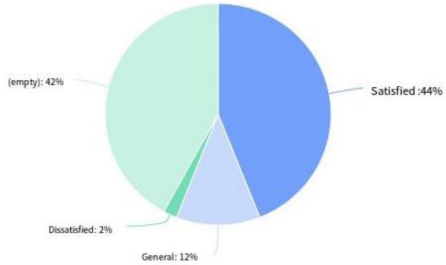


Fig.8 Surveys user satisfaction

4.3.5. User service demand analysis

According to the survey on the types of archival services that users expect to receive in the future in Figure 9, it can be seen that the largest number of users expect to receive personalized customized services from archival service companies in the future, accounting for 66%, followed by archival information products and services, basic business services and information resource development services, and a small number of users say they can accept other types of services. In view of this, archival service companies should highlight users' personalized services, and service types should be more comprehensive and diversified.

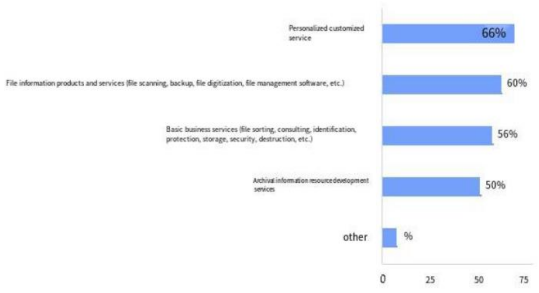


Fig. 9 Surveys the services that users expect to accept in the future

4.3.6. User Attention analysis

Figure 10 reflects the degree of attention that survey users pay to various conditions of selecting archival service companies. Users pay high attention to the eight conditions provided by the questionnaire. Among them, more than 50% pay attention to archival service companies' modern facilities, security systems, ability to provide multiple services and customized services.



Fig. 10 Surveys users' concerns about selecting archival service companies

5. User requirements expected judgment

Comprehensive the above situation analysis of the questionnaire, the user demand for future archives service companies can make the following expected judgment:

(1) All types of user groups are essential business service objects for archival service enterprises. In order to expand market share and realize the overall upgrading of the industry, the target users must be aimed at the whole society, not only enterprises, governments and other subjects concentrated in the past, but also the subjects who have demands for archival service will develop comprehensively in the future.

(2) The user group with individual users as the unit will still be the main service group for the archival service industry in the future.

(3) In the future, users' demand for the content and type of archival service business will be diversified, specialized and professional.

(4) In the future, users' demands will be more personalized and customized services.

6. Countermeasures for future development

6.1. Be user demand-oriented

Archival service enterprises should aim at meeting user needs and establish the service concept oriented to user needs. To meet the needs of users is the cornerstone of the sustainable development of archival service enterprises. They must understand the demand characteristics of various user groups, collect and integrate the needs of users, communicate with service users in a timely manner, and actively adopt the suggestions of users. At the same time, archival service enterprises should customize business services in line with their own characteristics according to the specific requirements of users. For example, they should provide personalized digital processing services, archival consulting services and other services to provide users with more professional, diversified and customized archival services.

6.2. Relying on modern information technology

With the rapid development of information technology and artificial intelligence, the whole society tends to network and intelligent development. Archival service enterprises should take the initiative to follow the trend of The Times and innovate the concept and mode of archival service by relying on modern information technology. The integration of

information technology and archival service puts forward higher requirements for archival service enterprises. It is necessary for enterprises to use the current advanced technology to carry out more efficient and high-quality archival services.

6.3. Improve themselves and accelerate their development

In addition to the establishment of user demand-oriented service concept and relying on modern information technology, archives service enterprises themselves also need to constantly improve and progress, accelerate the pace of development. First of all, the archives service enterprises should have a clear internal office system and norms, and can comply with the system to implement archives service business activities, to ensure the smooth operation of archives service business. Secondly, to build a comprehensive security system, strengthen their own supervision and internal archives staff security awareness, to protect the privacy of users and archival documents. In addition, archival service enterprises should build a diversified and professional talent team, cultivate professional archival talents, implement talent introduction strategies, and ensure that they have good archival business service ability.

7. Summary

Nowadays, the important function of archives becomes more and more prominent in the social development, with the release of the new Archives Law and the "14th Five-Year Plan for National archives Enterprise Development", more and more attention is paid to the development of archives enterprise in our country. As a service enterprise, archival service enterprises should take the lead and make archival service business. In the face of the diversified needs of archive users, we should actively respond to various challenges according to the changes of the market, constantly optimize and upgrade, improve the quality of service, to meet the personalized needs of users to the maximum extent, and provide more efficient archive business services.

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