Discussion on Innovation of Marketing Model in Digital Media Age—Taking Huawei Tablet Computer Sales as an Example

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Abstract: Since its involvement in the development of tablet computer products, Huawei's sales have been frustrated for years, growing by-32 % in 2021, and its market share has declined significantly. At the same time, the online management and service mechanism of Huawei tablet customers is chaotic. Users of different types of products such as tablets, computers, and mobile phones are mixed in the same community. The complicated internal push mechanism has been criticized by consumers. By combining the theory of social customer relationship management (SCRM), RFM quantitative model, this paper designs the three levels of customer development, customer type and classification, customer service and customer care, in order to improve the customer relationship management mode of Huawei tablet computer department.

Keywords: Huawei; tablet computers; CRM; SCRM; RFM

1. Introduction

For enterprise customer management, there is a need for effective customer segmentation and a detailed understanding of the differences in users for each category of goods under that brand. In the past, much of the research on Huawei's approach to customer relationship management has focused on its mobile phone business, and the first impression the Huawei brand gives consumers is that of a mobile phone seller. As the business has expanded, Huawei has developed a variety of products in recent years, such as tablets and Bluetooth headsets, but the reputation of these new products has been mixed compared to its mobile phone business. As a result, a very different approach to customer relationship management needs to be developed for the new businesses that have emerged.

Huawei's tablets had a very large share in the early stages of 2019-2020, ranking fifth in the world (mainly in China) due to its large mobile phone user base in the past, however, the sales growth rate in 2021 was -32% compared to 2020, with an extremely serious decline in sales volume and a poor reputation on the major sales platforms, which did not change well in the 2022 market sales This phenomenon has not changed well in the 2022 market sales environment. In summary, the Huawei brand is one of the most influential brands in the world, yet it has significant shortcomings in the tablet sales segment, with some weaknesses in its customer relationship management model. In this paper, we will design an innovative customer relationship management approach for Huawei's tablet segment, supported by theory, to develop new customers, consolidate old customers and combine online and offline dimensions to design the most suitable customer relationship management solution for Huawei's tablet sales segment.

2. Methods

2.1. Change the way of advertising and complete user development through social media -- Based on the social Customer Relationship Management (SCRM) theory

2.1.1. Limitations of traditional CRM

Traditional customer relationship management (CRM) is a one-way communication between consumers. CRM encourages customers to repeat purchases by improving product attributes and consumer loyalty. Its focus is to manage consumer data, and there is no communication between product owners and consumers. After customers purchase products, they record their consumption information through points, etc., and then use the Customer Analysis (OA) system for data processing and classification, so as to understand the needs of users and provide better services for consumers. Traditional CRM effectively allocates enterprise resources and optimizes enterprise processes according to customer classification. However, due to sales orientation, one-way communication and closed operation, the management of customer relationship is greatly limited.

2.1.2. Practical application model of SCRM theory

Customer relationship management system (CRM) has always been studied and adopted by major enterprises to maintain the relationship with customers. In the process of enterprise development, CRM means to shift from product orientation to user orientation. CRM can effectively enhance customer loyalty and bring huge potential value to enterprises. However, with the further expansion of the scale of Chinese Internet users, the traditional customer communication and communication methods can not meet the needs of information development in the Internet age. It is necessary to integrate Internet thinking and big data technology into the information acquisition, product promotion and customer development. Under the influence of web2.0 technology, CRM theory has been further innovated and transformed into Social Customer Relationship Management (SCRM) theory. Through consulting relevant materials, it can be found that this theory has been confirmed by many scholars and is known as the unique commercial layout in the 5g era [1][2]. The specific application is to provide users with a sharing platform through social media, where they can express their opinions on products or share their views on products and additional services in a timely manner. The key point of this application is that it is highly suitable for users' needs and gives feedback in a short time. All users of Huawei tablet form a circle to meet the needs of two-way interaction and cooperation between Huawei tablet brand and customers.

Huawei does not need to develop a brand-new big data mining method or a brand-new Huawei unique social platform. In fact, it can make full use of the current mature social media to achieve accurate push. In fact, short video ads on Douyin are not intended to simply sell products to consumers, but to build brand image and promote corporate culture in such a way, and to export spirit and culture according to the characteristics of Douyin, so as to change the stereotype of Huawei as "just a mobile phone vendor" and raise the attention of Huawei's tablet computers. Huawei tablet has the brand effect of Huawei, so it doesn't need to make too much investment in brand promotion. As long as the product of tablet computer is about 10 seconds creative short video advertisement and then advertised on Douyin, it can gain public attention in a short time.

Wechat circle of friends advertising delivery function is a new Tencent business in recent years, it is characterized by no way to shield but will not disturb the daily use, so will not cause user disgust. At the same time, you can see the messages of all your friends. Therefore, in the whole circle of friends, as long as one person owns Huawei tablet and makes a comment, all of his friends can know the experience of using Huawei tablet through his message, which indirectly affects the decision of buying tablet computer. Due to the strong sociability of wechat, basically one private circle after another has been formed along with users' social circle. Product promotion through wechat directly covers users' original social range. Even consumers who used to use tablets of other brands may become very interested in Huawei tablets because of a Huawei tablet user in their circle of friends.

2.1.3. The connotation of SCRM theory

In the data integration module, the functional modules provided by SCRM include related topic monitoring, user satisfaction survey, topic tracking and enterprise competitive intelligence integration. The information obtained from the data mining module is summarized as a topic through analysis methods such as clustering and LDA topic extraction. Different fine-grained topics can be synthesized or classified into several major topics by similarity calculation. The monitoring and tracking of related

topics can be used as the task of daily risk investigation of enterprises, and monitor the dynamics of users in real time ; second, it can help enterprises identify unexpected topics and improve their ability to resist emergencies. The main purpose of the user satisfaction survey is to identify the needs of user diversity. According to the results of sentiment analysis, the satisfaction of products or services is obtained, and the user portrait is further drawn to mine potential users[3].

2.2. Hierarchical online services through Huawei accounts to classify customers - based on RFM quantitative model

2.2.1. The basic concept and composition of RFM model

RFM model (Figure 1.) is a quantitative analysis model in the field of customer relationship management. It describes the importance of customers and customer types through three attribute values, that is, the most. Near purchase time (R), number of purchases within a certain period (F), purchases within a certain period.
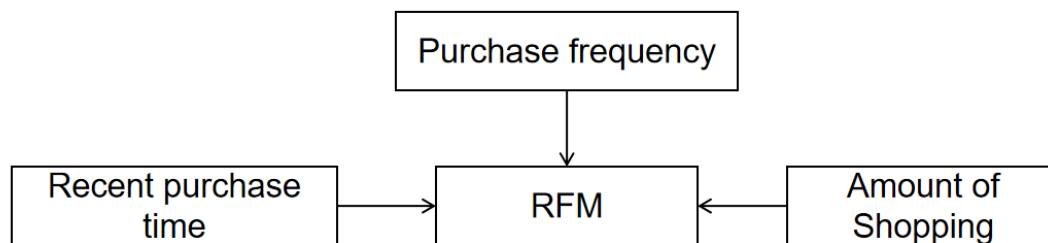

Figure 1: RFM quantization model

2.2.2. Theoretical improvement strategy based on RFM model

Huawei's online services mainly rely on customers' Huawei accounts. You can register a Huawei account if you buy any Huawei products, which is convenient for customer management. However, there are two major problems: First, the iteration frequency and system upgrade cycle of different products such as computers, tablets and mobile phones are different. If consumers of these three products are managed together only through Huawei account, it will be impossible to accurately meet consumers' consumer demands, and even some irrelevant push information will be regarded as harassing information by consumers. Second, without distinguishing columns and managing different consumers, it is difficult for enterprises to obtain objective evaluation of different services, and they can only understand a whole score, which is not conducive to further targeted improvement of services.

The user type and user level should be distinguished. The customer type can first be classified according to the commodities purchased by the customer, and different service columns can be set up according to different products such as tablet computer, mobile phone, computer and earphone, so that the customer can subscribe freely. For example, information about Huawei tablet computer can be pushed specifically to tablet computer users, such as system use suggestions, upgrade information and new product release. Under the premise of taking these related content as the leading content, users can freely subscribe to information about mobile phones, computers, headphones and other products at the same time, which can effectively increase user stickiness. The evaluation criteria of customer level should be based on the profits that customers can bring to the enterprise. The scheme designed in this paper is based on the quantitative model of RFM (Figure 2). In this model, there are three indicators to evaluate the level of users, namely the frequency of users' purchase, the recent purchase time and the purchase amount. These three metrics describe the current value of the customer to the business.

For ordinary consumers (non-large partners) in Huawei's existing online customer service system, there is already a classification of customer levels, but a lack of classification of customer types. In terms of customer level, Huawei adopts the membership mechanism. The higher the accumulative consumption, the higher the membership level. The benefits enjoyed by high-level members mainly include coupons and discounts in Huawei Mall.

At present, Huawei has no special treatment for high-level customers, and some welfare mechanisms are actually very scarce. Therefore, even if some users have higher levels, they still cannot get proper feedback from Huawei and lack a sense of brand belonging. This is even more evident when it comes to Huawei's tablet sales. Apple, on the other hand, offers an educational discount to its student

members every summer vacation by giving them headphones worth 700 yuan with the purchase of tablet computers. Huawei's tablet sales department can imitate Apple and make some appropriate welfare mechanism improvements to treat some of its high-level members or special members. Every high-level member is a valuable customer of the enterprise, but also a potential consumer in the future.

Apple continues to sell more ipads than any other company in the world, largely because it has a strong ecosystem that makes it easy to integrate ipads with iphones and computers. Although Huawei created HarmonyOS, the adjustment was poor. Many of the software still couldn't adapt to HarmonyOS on Huawei tablet computers, resulting in poor user experience in the use of the software, which has been criticized. Therefore, it is necessary to further optimize the hardware and software of Huawei tablet computer, increase the compatibility between Huawei tablet computer, Huawei headset and Huawei mobile phone, and let users who only buy a certain kind of Huawei product know the good experience of a series of Huawei products, so as to increase user stickiness and make them inclined to continue to choose Huawei products in their next purchase. This requires not only the adaptation of software and hardware development, but also the excellent customer service of Huawei tablet itself.

The best way to analyze Huawei's ecosystem from the perspective of customer relationship management is to collect consumers' opinions and improve the next upgrade based on their choices. Huawei can use online services to regularly send questionnaires to users by email or SMS to learn about users' preferences, and pay attention to the opinions of high-level customers.
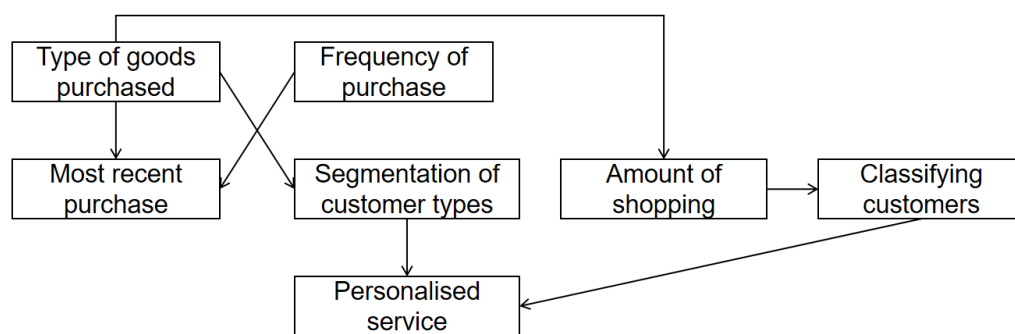

Figure 2: Customer Segmentation Solutions

The scheme designed in this paper is based on the quantitative model of RFM, which mainly has three indicators to evaluate the level of customers, namely the purchase frequency of users, the recent purchase time and the purchase amount. These three metrics describe the current value of the customer to the business. On the basis of the original RFM model, this paper designs a new customer type division model for Huawei tablet computer, adding factors such as "type of product purchased" and "type division of customer" (Figure 2.). This model is only applicable to enterprises similar to Huawei, that is, there are multiple commodity sales sections under the management of the same enterprise[4].

2.3. Keeping an eye on various types of customer satisfaction and improving customer care mechanisms - based on the KANO model[5]

2.3.1. Application and value of kano model

The Kano model was formally proposed by Japanese scholar Kano in 1984[6].According to the relationship between the objective performance of the product and the subjective perception of the customer, the product quality characteristics are divided into five categories: necessary quality, expected quality, attractive quality, indifference quality and reverse quality.

2.3.2. Application scenarios of kano model

For Huawei Tablet's customer relationship management process, regular evaluation of service quality is a good way for companies to understand the effectiveness of customer management mechanisms. Service quality should not be defined and evaluated by the enterprise, but rather the "expected service quality" of the customer should be grasped, and the service mechanism can only be improved if the needs of customers of all sizes are truly understood. In this paper, the service evaluation system indicators that should be available for the Huawei Tablet segment are designed as follows (Figure 3.).
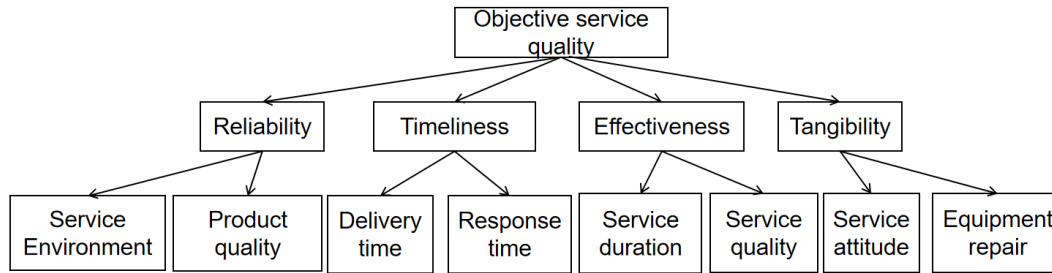
Figure 3: Evaluation criteria

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3. Conclusion

After evaluating Huawei's tablet sales segment in terms of user reviews, sales volume, and existing customer relationship management systems, this paper presents a solution design for several dimensions, including developing potential customers, differentiating customer levels and types, and improving customer service evaluations. As a large brand, Huawei's tablet sales segment should make use of Huawei's existing brand effect to help further develop the company. It needs to continuously improve the overall service quality of Huawei's tablet segment, build a customer management model with Huawei's corporate characteristics, and dynamically grasp the needs of different levels of users so that it can maintain user favour and consolidate Huawei's tablet development momentum.

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