E-Service: A New Paradigm For Business in the Electronic Environment

Summary:

This article presents that e-service provides a new business paradigm for organizations operating in the electronic environment. E-service includes IT service; Web services infrastructure services, and etc. Companies now have the new sales channel for their products and services; numerous electronic markets are available for buying and selling at offer prices. This service-focused paradigm use two-way dialogue to build customized service offerings, counting on knowledge about the customer to build strong customer relationship. This means that companies must identify their online customers and design their online strategy to attempt to differentiate themselves from their competitors in this highly competitive market. The e-service is an effective tool for marketing that reduces many costs and enables enhanced communications and relationships between companies and their customers. E-service is defined as the provision of service over electronic networks. E-service comprise all the interactive flows in the upstream and downstream channel. In the downstream channel, e-service subsumes concepts such as customer relationship management (CRM), relationship marketing, one-to-one marketing, and customer care. In the upstream channel, e-service subsumes e-services subsumes e-procurement and supply chain functionalities, with one different-improving efficiency and cost is secondary to superior customer service and market expansion. E-service orientation includes two components: the strategic and tactical components, which focus on increasing value defined at the customer level. At strategic level, it focus on transforming the nature of offering and building customer equity; at tactical level, it emphasis personalization and customization, self-service strategies, privacy and security risk management, and e-service measurement. Finally, to make successful e-service is still need to focus on customers and winning them over with a superior value and improve e-service quality.

Critique:

Strength, Weakness, and interests:
- The E-service is an effective tool for marketing that reduces many costs and enables enhanced communications and relationships between companies and their customers.
- Because e-service provide an effective new sales channel, and their use is expected to continue growing, there are many research issues that must be address how to effectively compete in the new marketplace, which can improve e-service quality.
- The companies can build strong relationship with their customers through the e-service.
- E-service is still have some issues that need to be improved. Such as e-service depends on electricity, hardware, network and Internet connection, so we consider using CPU, RAM, and disk space or bandwidth problems when we develop e-service.

Questions:
1. What are the most drawbacks for e-service? Be a customer, I really like to know that.
2. What are benefits we can get from e-service?
3. How does e-service keep a customer’s personal information security?
Reference: