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Analysis of the Current Situation of Tobacco Commercial Logistics Service Quality in Chongqing Municipality and Countermeasures Research

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Abstract

The goods are smooth and the economy is prosperous. Tobacco logistics services are related to the operation quality of the industrial chain supply chain and have become the core capability for the sustainable development of the industry. The State Tobacco Monopoly Bureau has compiled and issued the "Management Specification for the Hierarchical Classification of Tobacco Commercial Enterprises (Trial)", which has fired the "starting gun" for the hierarchical classification of logistics. Chongqing Tobacco actively implements national policies and takes multiple measures to improve the quality of logistics services. Based on the analysis of the current situation of service quality development in the logistics industry, this paper proposes the gaps and deficiencies in the distribution scope, logistics speed, service attitude, and safety guarantee of tobacco logistics services in Chongqing, and proposes specific measures from the aspects of improving logistics management mode, optimizing logistics network resources, promoting refined management, and accelerating the construction of smart logistics. This provides strong theoretical support and reference for comprehensively improving the quality of tobacco commercial logistics services in Chongqing.

Keywords

Tobacco Commercial Logistics; Logistics Service Quality; Countermeasure Research.

1. Analysis of the Current Status of the Development of Service Quality in the Logistics Industry

1.1. The Current Situation of Service Quality Development in Our Country's Logistics Industry

In the dramatically changing business environment, improving logistics service level is considered to be the key to promote sustainable economic development in emerging economies as well as to enhance the competitiveness of enterprises [1]. Major logistics service providers combine user needs, develop diversified service strategies, innovate logistics service models, and provide users with personalized and differentiated service content. China's logistics services in general show the characteristics of content diversification, data accuracy, intelligent mode, efficient management, end intensive and so on. Social logistics enterprises represented by China Postal Express & Logistics, SF Express & Logistics and JD Logistics Logistics are committed to improving the quality of logistics services. Among them, China Post utilizes its own vehicle resources supplemented by social resources to provide customers with seamless end-to-end delivery transportation services, with points covering the village level. SF Express provides customers with integrated supply chain logistics services and solutions across procurement, production, circulation, sales and after-sales. JD Logistics has been building its

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own logistics since 2007, and has been committed to improving the quality of logistics services [2], providing integrated supply chain logistics services, with a perfect combination of internal and external services, to provide customers with safe, reliable, time-leading, warm and caring diversified logistics service experience.

1.2. The Current Situation of the Development of Logistics Service Quality in the Tobacco Industry

In the tobacco industry, tobacco logistics occupies an important position and plays a key role in the operation and development of the entire tobacco industry [3]. In recent years, China's tobacco lean logistics has developed in depth, and has continued to carry out special actions such as quality improvement, service punctuality, efficiency improvement, safety prevention and control. Logistics service quality continues to improve, constantly improve the sorting and transportation business processes, in-depth promotion of fine to the service, to ensure that the service to pull the potential needs of customers, such as Beijing will be "a cage to the end" direct distribution area loading time reduced from 1 hour to less than 10 minutes, effectively shorten the distribution time, improve service efficiency. The logistics service mode is constantly optimized, changing the distribution mode of fixed-person, fixed-line and fixed-time, exploring real-time optimization of routes, and gradually exploring more flexible and diversified logistics service modes around meeting diversified and personalized service demands. Intelligent logistics construction has been accelerated, actively embracing new technologies, accelerating the digitization process, and building an interactive platform for logistics information through the construction of information systems such as regulatory scheduling systems, logistics tracking systems, and online ordering systems. The development of green logistics has achieved remarkable results, widely implementing green construction, actively advocating green packaging, vigorously carrying out green transportation, reducing unnecessary warehouse operations and transportation operations in the production process, and lowering carbon emissions.

1.3. Current Development of Tobacco Logistics Service Quality in Chongqing

Chongqing Municipal Tobacco Company in June 2006 set up a logistics branch, in accordance with the "low investment, high efficiency, digital" construction ideas (logistics goals), adhere to the "radius of the best, the smoothest traffic, the fastest flow rate, the shortest process, the size of the moderate" principle [4], through continuous optimization and adjustment, has basically formed the city's tobacco commercial system of unincorporated physical operation, unified management of "1 + 4 + N" (1 logistics branch, Jiangbei, the city's tobacco commercial system, united management) Principle [4], through continuous optimization and adjustment, the city's tobacco commercial system has basically formed an unincorporated entity of the city's tobacco commercial system, unified management of the "1 + 4 + N" (one logistics branch, Jiangbei, Fuling, Wanzhou, Qianjiang, four regional distribution centers, N transit stations) logistics management structure, as shown in Figure 1.

Chongqing Tobacco Logistics effectively takes quality service activities as an important carrier to improve distribution quality, guarantee and promote cigarette sales, and improves logistics service quality in all aspects. Sorting and distribution efficiency, per capital distribution efficiency, inventory turnover, and loading capacity of a single vehicle have been continuously improved, and the goal of cost reduction and efficiency enhancement has been continuously realized. The company has further promoted the application of digital tools, vigorously promoted the TMS logistics and distribution digital system, deepened the use of functions such as TMS handover and customer evaluation, and further promoted the construction of data boards, through which the business is displayed, problems are examined, and decision-making is assisted, so that the digital transformation of logistics services has achieved remarkable results. The logistics and distribution model is constantly enriched, located in the heart of the

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Three Gorges Reservoir Area, with large cities, large rural areas, large mountainous areas and large reservoirs, especially in the vast districts and counties with complex topography and significant regional differences, Chongqing Tobacco Logistics combines its own reality to create a diversified distribution synergistic logistics and distribution service model. After years of development, although the operational efficiency and service quality of Chongqing Tobacco Logistics has made great progress, but there are still active services, flexible service capacity is not strong, logistics services, high operating costs per capital distribution efficiency to be strengthened, marketing and logistics collaboration to be strengthened and other issues.

2. The Main Problems of the Quality of Tobacco Commercial Logistics Services in Chongqing

2.1. Gap between Existing Logistics Services and Social Logistics Services

Compared with China Post, SF Express, JD Logistics and other social logistics, Chongqing Municipal Tobacco Logistics Service still has gaps. First, the digital construction is not sufficient. Compared with the three enterprises of social logistics Chongqing tobacco logistics route planning still lacks comprehensive system function support, resulting in lower distribution timeliness, customer satisfaction is difficult to meet. Lack of universal high terminal small program, customers can not implement the tracking order situation. At present, the city's system logistics operation data is still mainly collected and submitted manually, the data collection method is relatively backward, data governance needs to be strengthened, the lack of finer indexes and classification management, and the lack of a standardized and unified data resource management system, which makes it difficult to carry out data transmission in different businesses, and thus unable to ensure the timeliness of logistics information [5]. Second, the safeguards need to be improved. As the distribution process is highly susceptible to weather, geology and other natural disasters, the lack of a complete defense response mechanism and solutions, fluidity and timeliness is difficult to guarantee. In the face of emergencies when the stock reserve and deployment is insufficient, the lack of adequate stock reserve and flexible deployment program, it is difficult to meet the changes in market demand or emergency distribution needs brought about by emergencies in a timely manner. Third, distribution efficiency needs to be improved. Due to irrational route planning, vehicle scheduling is not accurate and other reasons, resulting in delays in distribution time, traffic control, road blockage and other man-made accidents, distribution vehicles are difficult to directly deliver to some large business district merchants, unable to meet and achieve some of the merchants' personalized delivery time needs, the traditional mode of "last kilometer" is difficult to get through. The delivery method is relatively single, mainly relying on traditional delivery vehicles, with imperfect information system and poor customer communication, resulting in customers not being able to obtain timely information on the real-time status of the goods and the expected arrival time.

2.2. Existing Logistics Service Model Does Not Fully Meet Customer Needs

First, the active service consciousness to be enhanced. Lack of active attention to customer demand awareness and behavioral habits, according to the first half of 2023 data statistics, Chongqing delivery response time of 24 hours, the industry ranked 13th, down 4 places year-on-year. 2023 first half of Chongqing per capital delivery efficiency of 563.25 boxes / person, the industry ranked 26th. 2022-2023 direct delivery unit TMS non-full customer accounted for the proportion of Jiulongpo District, which accounted for 12.613%. The ratio is as high as 12.613%, Shapingba District accounts for 11.953%, and Yuzhong District accounts for 11.309%. Secondly, flexible distribution mode has not yet been realized. In the face of the diversity and variability of customer demand, there is a lack of flexibility and adaptability, and a lack of

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differentiated service capability, which makes it impossible to meet the needs of customers for delivery time, location and special requirements. There is poor information sharing with customers, and the traditional standardized distribution model cannot fully meet customer expectations, making it difficult for logistics personnel to accurately understand customer needs and problems, and unable to provide flexible distribution services. Thirdly, the complaint feedback handling process and the timeliness of returns and exchanges need to be improved. The average complaint processing time in Wulong District is 192.93 hours, 94.01 hours in Yuzhong District, and 90.03 hours in both Yubei District and Banan District. The complaint feedback handling process is slow, and the monitoring and tracking of all aspects of the return and exchange process is not fully realized, making it difficult to meet the timeliness of returns and exchanges, which may seriously affect retail customers' store revenues.

2.3. Logistics Operation Internal Management to Be Further Improved

On the one hand, the modern logistics service concept is weak, and the ability of the whole line of personnel to be improved. Focusing on the Chongqing tobacco logistics service industry, the traditional logistics management concept of thinking mode and operation mode solidification, such as the simple pursuit of volume growth and ignore the quality and efficiency of the improvement, the lack of customer-centrist service concept, etc., affecting customer satisfaction and the competitiveness of the industry. The personnel of the whole line are affected by the level of regional economic development, education level, age and other factors, and their professionalism and skill level need to be improved. On the other hand, the position lacks a linkage mechanism, and the implementation of coordination responsibilities needs to be clarified. Tobacco logistics and distribution management is inseparable from warehousing, transportation, distribution links, which also includes the warehouse and distribution convergence, supply chain network, etc. [3], by the information communication is not good, the cooperation mechanism is not perfect, etc., Chongqing Municipality, there is a large gap between the various links of the tobacco logistics service and the lack of effective cooperation.

2.4. Marketing and Logistics Systems are Not Yet Fully Energized

First, the delivery of the work of the visit is not implemented, there is insufficient collaboration between the marketing and logistics departments, the visit of the marketing is not fully coherent, logistics distribution by the marketing strategy, resulting in the distribution cycle and line is not optimized, increasing the cost of distribution, logistics distribution. Secondly, the main responsibility for the local management of cigarette logistics has not been implemented, marketing and logistics have not been coordinated and unified, the logistics branch and some county units with unclear division of powers and responsibilities, the direct delivery unit exists inertia thinking, insufficient initiative to collaborate and cooperate, customer feedback and complaint handling slow response, special delivery mode management and maintenance of basic information on the customer is incomplete, inaccurate and untimely. The marketing department of the direct delivery unit lacks initiative in implementing management responsibilities, lacks deployment of responsibility allocation, and fails to fully realize the "two-member linkage". Logistics factors do not account for a sufficient proportion of the retail customer grading assessment. In the assessment indicators, more attention is paid to factors such as sales performance and market share, with relatively little assessment of logistics service support and cooperation.

3. Countermeasures and Suggestions for Improving the Quality of Tobacco Business Logistics Services

According to the main trend of the development of tobacco commercial logistics and distribution, combined with the current situation of the development of tobacco commercial

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logistics services in Chongqing, we analyze and put forward countermeasures to improve the quality of tobacco commercial logistics services from the following five aspects.

3.1. Optimize Logistics Management Model and Improve Service Quality

Establishing a perfect logistics service quality evaluation system, evaluating and analyzing logistics services on a regular basis, discovering bottlenecks and shortcomings in operation in a timely manner, optimizing and improving them in a targeted manner, improving logistics efficiency, reducing costs, optimizing logistics service quality, and upgrading the overall operation level to help tobacco logistics achieve continuous improvement and upgrading. Explore the relationship between logistics service quality and multi-objective variables such as operational efficiency and customer satisfaction, model the synergistic optimization relationship between logistics service quality and multi-objective variables such as operational efficiency, cost control and customer satisfaction, and use the real operational data provided by Chongqing Tobacco Commercial Logistics to validate and optimize the model in the form of simulation to identify the optimal input and output units, and to carry out the continuous improvement and optimization of the precise strategies, and develop more scientific and reasonable logistics services and improve the overall operational level. The strategy of continuous improvement and optimization provides precise and accurate strategies for the development of more scientific and reasonable logistics service management strategies. Optimize the operation process, strengthen the standards and norms, sort out the operation standards and norms of the whole cigarette process, do a good job in the handover of each link, clarify the responsibilities of each link, and increase the assessment.

3.2. Optimization of Logistics Network Resources and Efficient Allocation of Logistics Service Resources

Improve the logistics emergency response system and enhance the logistics emergency protection. Chongqing Tobacco Logistics should accelerate the establishment of a logistics emergency system with sufficient reserves, rapid response and strong impact resistance, and coordinate logistics safety management and emergency protection to prevent logistics problems arising from extreme bad weather, natural disasters, public health events and holiday peaks. Regularly organize and carry out emergency plan drills, formulate emergency plan drills and exercise programs, and improve the ability of logistics employees to respond to emergencies. Improve the coordination mechanism of districts and counties to ensure effective utilization of resources. Extend the entire supply chain from industry-distribution centers-relay distribution points-retail customers, and strengthen the relationship between each distribution center and each relay distribution point during the entire process of cigarette distribution. By integrating the resources and information of upstream and downstream enterprises, we reduce duplicated operations and unnecessary links, and ensure the effective utilization of resources while reducing costs and improving production efficiency. Set up a special post for resource dispatching, establish a mechanism for cross-district and county cooperation, promote inter-regional resource sharing and complementary, and promote the synergistic development of various districts and counties to realize complementary advantages and mutual benefits. Improve and clarify the connotation of indicators and refine the data of the sorting and distribution process. Develop clear standards for data collection and statistics, including definitions and measurement parameters for sorting errors and cigarette damage, to ensure the accuracy and comparability of data. Break down the statistics of each link, and further subdivide the sorting and distribution links, such as receiving, sorting, packing, loading and unloading, and distribution. Regular data analysis and evaluation: Regularly analyze and evaluate the data on sorting error rate and cigarette wrinkle loss rate, identify problematic links and causes, and promote the implementation of improvement measures.

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3.3. Continuously Promoting Refined Management, Controlling Logistics Costs and Improving Efficiency

Study the logistics operation of advanced units and carry out regular analysis and judgment. Expand the content of logistics special learning and training, combined with the characteristics of the work carried out by each unit, to organize learning and training on relevant logistics topics, such as: digital transformation of logistics, green and low-carbon logistics, optimization of the logistics network and resource integration, logistics cost management and control, logistics service enhancement, and so on. Strengthen the collection and organization of relevant data, such as order volume, transportation time, distribution on-time rate, as well as warehousing data, such as inventory, turnover, loss, etc., in order to lay the foundation for subsequent analysis and judgment. Establish an indicator system, introduce forecasting models, quantitative assessment of logistics operations, and timely detection of problems and bottlenecks, to provide a scientific and reliable basis for regular analysis. Strengthen the implementation of territorial responsibility, grid-based refinement of management. We have formulated the content and responsibility decomposition table for the remediation of outstanding problems in logistics and distribution, clarified the responsibilities of each region, implemented the main responsibility of territorial management, strengthened the organization and coordination, and weaved a dense network of responsibilities to ensure that all the work is carried out in practice. Relying on the light-flow low-code platform, the company has established working procedures for the initiation of matters, information transmission, tracking and processing, and feedback supervision, and combined the use of information technology means such as the TMS system and nail work-groups to quickly build a "two-member" linkage mechanism between distribution staff and customer managers. By using Internet of Things, cloud storage, big data and other technical means, the company realizes the process from the submission of orders by retail customers to the completion of electronic signing.

3.4. Accelerate the Construction of Intelligent Logistics and Highlight the Leading Role of Science and Technology

Strengthen the top-level design of digitization and make good information construction planning. Formulate digital top-level design planning according to the actual development of tobacco logistics, and clarify the objectives, paths and implementation plans of digital transformation. Continuing to build and improve the tobacco business cloud platform, realizing the whole process and all-round coverage of logistics information, and improving management efficiency and quality. Promote cloud computing and big data technology, explore the application of cloud computing and big data technology in logistics, and realize breakthroughs in logistics service domains and regions. Tackle the sorting technology of shaped cigarettes based on shaped cigarette packaging standards. Adapt to changes in market demand and user needs, establish unified packaging standards for shaped cigarettes and special shaped cigarettes. Carry out the transformation of the shaped cigarette sorting line in the form of innovative projects to continuously improve the efficiency of cigarette sorting and shorten the running time of the equipment. Deepen multi-party logistics partnerships, actively carry out joint innovation projects and problem solving, and optimize and innovate the delivery and loading methods of shaped cigarettes. Improve the information interaction and sharing mechanism, and efficiently and smoothly utilize information elements. It is recommended to establish a unified information platform for the tobacco industry, including information data of planting, production, sales and other links, in order to promote information sharing and exchange among various links. Improve the functions of the logistics system and add functions such as real-time viewing of distribution progress by users and real-time intelligent communication between management and handover personnel. Develop intelligent logistics

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We-chat small program to provide users with the function of pushing logistics information and realize the whole process of tracking orders.

3.5. Strengthening the Talent Team to Ensure High-quality Logistics Services

Build an exchange platform for tobacco-related personnel, establish an open, inclusive and positive communication atmosphere, and realize common progress of the team. Invite industry experts, scholars or senior employees to give guidance, share or carry out special lectures to provide professional guidance and answers to logistics service personnel, and improve the capability and quality of logistics services. Encourage cross-sector and cross-regional exchanges and cooperation. Promote exchanges and cooperation between different departments and regions to facilitate knowledge sharing and teamwork. Promote the combination of industry, academia and research to cultivate composite innovative talents. Actively establish strategic partnerships with universities and scientific research institutions, sign cooperation agreements, and jointly plan and promote industry-university-research cooperation projects. Strengthen the introduction and cultivation of logistics talents, do a good job in the career planning of personnel, encouragement mechanisms and promotion channels, set up a clear promotion channel for logistics personnel, and formulate incentive policies in order to stimulate their learning and working enthusiasm. Classification of logistics personnel in all types and segments of the precise policy, to promote the unity of quantitative reserves and quality assurance, to avoid the loss of talent, such as warehouse managers, transportation schedulers, supply chain managers and other different positions, to develop specific training courses and career development paths, to ensure that their professionalism and skill level matches the business needs. Regular statistics on the results of service evaluation data, integrated into the performance appraisal of branch employees, combined with the results of service evaluation data on employees to give appropriate rewards and punishments [6]. Establish a knowledge-sharing platform, through internal forums, sharing meetings and other forms, so that logistics personnel can jointly discuss issues, exchange experience and improve the professional level of the overall team.

4. Conclusion

Logistics as the bloodline of modern economy, its smoothness is directly related to the vitality and efficiency of the economy. Chongqing Tobacco Logistics Company actively responds to the national policy, and through in-depth analysis of the development status quo of logistics service quality, it clarifies its own gaps and deficiencies in distribution scope, logistics speed, service attitude and safety guarantee. On this basis, a series of innovation and improvement measures are proposed through multi-dimensional and multi-level, aiming at comprehensively improving the quality and efficiency of logistics services, providing solid theoretical support and practical reference for the comprehensive improvement of the quality of tobacco commercial logistics services in Chongqing Municipality, and making positive contributions to the sustainable development of the industry.

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