



Design of WeChat Public Platforms for 4S Stores

Hong Wang¹, Cong Huang¹, Changyu Zhu*²

¹School of Science, Xihua University, Chengdu, China

²School of Computer and Software Engineering, Xihua University, Chengdu, China

Abstract WeChat is popular in recent years. The public platform of Wechat is mainly for media, enterprises and other organizations to launch cooperative promotion business, which can promote the brand to the online platform through channels. In this paper, the disadvantages of traditional operations of 4S WeChat public platforms are discussed, and a new design of public platforms is proposed. The operations and contents of 4S Stores Public Platforms are improved.

Keywords Wechat, Public Platforms, 4S stores

Introduction

Since 2011, WeChat, a mobile social tool, has swept the country with the momentum of Xinghuo. As of April 14th, WeChat [1-4] has more than 600 million users worldwide, including over 500 million Chinese users. Over time, WeChat is no longer a fashionable and trendy social product, but gradually integrates into our lives and changes our lives in the form of group chat, instant messaging, circle of friends, and public service. In this era of data explosion, whoever gets the information can get the first chance and succeed.

The traditional telephone and SMS service methods have problems: the cost of calling and texting is high and the efficiency is extremely low. In the era of smart phones, the efficiency of short messages is low, and customers can only passively accept and experience poor results. When the demand is inconsistent, the customer service always regards the care service as harassment. One-way communication has no more contact with the customer and lacks a relationship with the customer.

- i. Customers implement brand promotion introduction, sales service, participation activities, online reservation, etc. through WeChat platform
- ii. Based on WeChat's huge user volume combined with existing sales channels, customer aggregation and consumption data collection, and accurate member marketing through data mining.
- iii. Based on WeChat platform to establish WeChat customer service system, through the addition of new media seats, to achieve multi-customer platform for WeChat users online services.

The advantages of WeChat public account are

- i. Brand communication -- the dissemination of brand image and advantages.
- ii. accurate sales - Master big data customer resources, conduct two customer screening, guide offline transformation
- iii. Customer service - communicate with users in depth and emotional way, and continue to consume.

The purposes of open WeChat public platforms [5-9] for 4S stores are

- i. In order to keep up with the trend of Internet marketing.
- ii. The real-time interactive function is convenient for customers to understand the information about car purchase and use, and is conducive to car 4S shop [10-12] to do sales and after-sales service.



Disadvantages of Traditional Mode

The disadvantages of traditional 4S WeChat public platforms are as follows.

- i. Blindly communication
For most 4S stores, the purpose of opening Wechat is very simple, that is "information push". They just give users the information about the goods in their stores.
- ii. Traditional considering of marketing activities
Some 4S stores have thought of doing marketing activities on WeChat, hoping to increase interaction with customers. But most of them just do a simple informing function, lacking real interaction online, and users don't get useful information online.
- iii. Only care about the number of fans.
Many 4S stores are paying attention to the number of fans they add each day, spending all kinds of costs to attract or even buy fans, and measuring the effectiveness of their operations by the sheer number of fans.
- iv. Only depends on the marketing department.
Basic 4S store Wechat are responsible for the marketing department, 4S store Wechat public number is used to provide services for owners to experience value, and 4S store marketing department is mainly responsible for promoting publicity, the marketing department got Wechat public number instinct to use it as a promotion channel, customers are boring for the advertisements.
- v. Pure billboards
Most 4S stores open Wechat public number to buy micro-application products, which looks like a roadside billboard. "designed" good content from time to time to replace, as to the effect of how it is no longer

Improvements

For 4S store's public account account operation, we should do the following three points: Firstly, to reply to users' consultation. Second, do a good job in sales services; Third, publish sales information. The details are as follows.

- i. To strengthen the online real interaction, users online experience activities.
- ii. 4S stores should provide basic services and experience for owners and potential customers. The 4S stores should attract fans by using specific activities.
- iii. 4S stores Wechat public platform should be realized in the marketing department, sales department, after-sales department linkage, to achieve efficiency and in-store performance improvement, so that customers get better experience.
- iv. 4S stores Wechat public platform should introduce some micro applications, which will provide some information the users care about.
- v. The 4S store Wechat public platform should realize the linkage among marketing department, sales department and after-sales department. And they should improve work efficiency and performance, which can let customers have better experience.

Applications

The new system of 4S store public platform is established based on Android system. Information input and UI presentation are implemented. The systematic tests are shown in Fig.1 to Fig 6.

Conclusion

4S stores should have a very clear brand strategy. They should have clear aims, and know the interests of users. They should determine what content will give to consumers according to the value proposition and consumer market positioning. To design the form of information expression and determine the mode of information dissemination according to habits of consumers and concerns of receiving information, as well as the interest points of different ages. 4S store Wechat public platform should make use of the privacy and speed of the new



media to carry out their marketing, which can quickly communicate among different groups of people, attracting users' full attention.

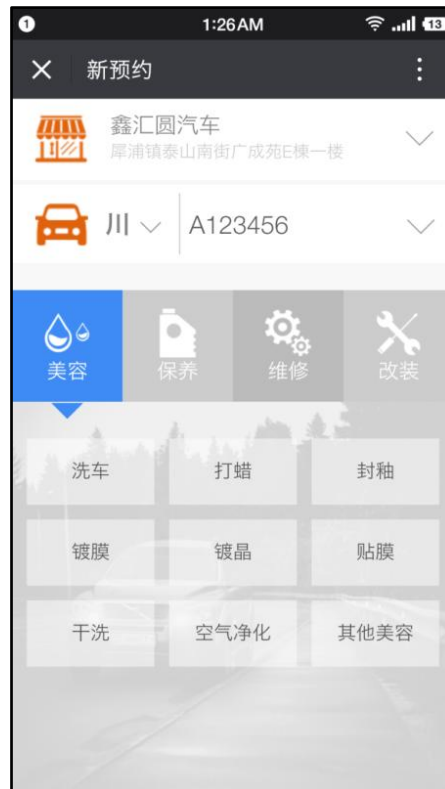


Figure 1: Appointment



Figure 2: Management



Figure 3: Services for users



Figure 4: Maintenance information





Figure 5: maintenance



Figure 6: Advertisements

Acknowledgements

This work was supported by the Sichuan provincial university student innovation and entrepreneurship training project (201510623085); the education and teaching reform project of Xihua University (xjjg2017040); the Xihua motor vehicle Forensic Institute project (182017).

Reference

- [1]. Lien C H, Cao Y. Examining WeChat users' motivations, trust, attitudes, and positive word-of-mouth: Evidence from China. *Computers in Human Behavior*, 2014, 41: 104-111.
- [2]. Xu J, Kang Q, Song Z, et al. Applications of mobile social media: WeChat among academic libraries in China. *The Journal of Academic Librarianship*, 2015, 41(1): 21-30.
- [3]. Chu S C, Lien C H, Cao Y. Electronic word-of-mouth (eWOM) on WeChat: examining the influence of sense of belonging, need for self-enhancement, and consumer engagement on Chinese travellers' eWOM. *International Journal of Advertising*, 2018: 1-24.
- [4]. Wei R, Huang J, Zheng P. Use of mobile social apps for public communication in China: Gratifications as antecedents of reposting articles from WeChat public accounts. *Mobile Media & Communication*, 2018, 6(1): 108-126.
- [5]. Yu W S, Guo Q, Luo C S, et al. Upgrading Development and Application of Agricultural Information Service System Based on WeChat Public Platform- A Case of WeChat Public Platform of 12396 Beijing new rural sci-tech service hotline. *MATEC Web of Conferences*. EDP Sciences, 2018, 176: 03016.
- [6]. Yun M A, XU J A, Zhao Y K, et al. Improvement of information service in hospitals of traditional Chinese medicine by making use of public WeChat platform. *Chinese Journal of Medical Library and Information Science*, 2017, 26(9): 72-76.



- [7]. Shen L, Qingbian M A. Application research of micro-course based on WeChat public platform in emergency training. *Chinese Journal of Medical Education Research*, 2017, 16(4): 411-414.
- [8]. Ma J, Wu Z. A Study on Team-based Learning Based on Wechat Public Platform: The Case of Design and Implementation of Mass Media Management Course. *Eurasia Journal of Mathematics, Science and Technology Education*, 2017, 13(11): 7307-7312.
- [9]. Zhiying W, Minghua J, Huiming H, et al. Design and Implementation of Air Quality Display System Based on WeChat Public Platform. *Environmental Science and Management*, 2017, 11: 010.
- [10]. Ke S, Xu J. Optimizing the inventory allocation problem between automobile manufacturer and 4S stores. *IEEE International Conference on Service Systems and Service Management (ICSSSM)*, 2017: 1-6.
- [11]. FEI Y, DENG Y, CHEN J. Analysis of the Competitive Strategies of 4S Automobile Shops with the SWOT Method in China. *The Guide of Science & Education*, 2013, 5: 102.
- [12]. ZHANG Y, DAI T, LIU L, et al. Levels of Benzene, Toluene, Xylene in Operating Environment of Automobile 4S Stores in Shanghai City. *Occupation and Health*, 2011, 7: 004.

