

蜀海（北京）供应链管理有限公司物流配送与客户满意度研究

摘 要

在中国食品行业发展史进程中，一直存在着如下几个问题：对市场现状了解不当、规划过多变动、空间地域调货范围广、目标客户群体需求量减少、产品难以推销及配送问题等等，这些问题都可以被视作供应链运作且与之密切相关。

其中食品供应链最为一项经典的功能性产品供应，其设计主要是要考虑到运营成本最低趋向，从而推进规划型与推测型囤货为主要策略，加上一些收购、运营及配送等基本操作从而达到成本最小化的目的。其中，要扩大经济规模，运用一些契合实际需求的物质效率作为参考指标。

物流配送处在地地位非常重要，处于的是在集团与客户的供应链上，是企业营运的首要脉搏。笔者就客户满意度的位置出发，对物流配送优化问题进行深入探讨。

通过在蜀海（北京）供应链管理有限公司采用访谈法、归纳演绎等方法探析客户满意度与物流配送之间的主要关系，进而得到相关的优化物流配送及客户满意度之间的问题。为此，论文规划出了对满意度进行访问的调查问卷，整合归纳出相关资料，以期达到提升企业效益的目的。

关键词： 物流配送；客户满意度；访谈法

Abstract

In the development history of China's food industry, there have been several problems: improper understanding of the market situation, excessive changes in planning, wide range of spatial and regional distribution, reduction of demand of target customer groups, difficulty in product promotion and distribution, etc. which can be viewed as closely related to the functioning of the supply chain.

Among them, the food supply chain is the most classic functional product supply. The main purpose of the design is to take into account the trend of lowest operating costs in order to promote planning and speculative inventory as the main strategy, plus some basic operations such as acquisition, operation and distribution, so as to achieve the purpose of cost minimization. Among them, to expand the economic scale, we should use some material efficiency in line with the actual demand as a reference index.

Sales in the field of logistics play an important role in the supply chain of the group and customers and are the main engine of the company. Based on the location of customer satisfaction, the author discusses optimization of distribution logistics.

The main relationship between customer satisfaction and logistics distribution is in Shuhai (Beijing) Supply Chain Management Co., Ltd. analyzed. The problems of optimizing logistics distribution and customer satisfaction are then solved through questioning, introduction and derivation. For this reason, this paper plans a questionnaire to interview the satisfaction degree, and integrates and summarizes the relevant information, in order to achieve the purpose of improving the enterprise efficiency.

Key words: logistics distribution; customer satisfaction; interview method

目 录

前 言.....	1
第 1 章 绪论.....	2
1.1 研究背景.....	2
1.2 研究综述.....	2
1.3 研究目的与意义.....	5
1.4 研究范围与方法.....	5
第 2 章 物流配送和客户满意度管理.....	7
2.1 基本概念.....	7
2.2 物流配送客户满意度影响因素.....	8
2.3 客户满意度的评价指标.....	9
2.4 物流配送客户满意度的分析方法.....	10
第 3 章 蜀海（北京）供应链管理有限公司物流配送与客户满意度研究分析..	11
3.1 蜀海（北京）供应链管理有限公司概况.....	11
3.2 蜀海（北京）供应链管理有限公司物流配送现状.....	11
3.3 蜀海（北京）供应链管理有限公司客户满意度现状.....	11
3.4 蜀海（北京）供应链管理有限公司物流配送客户满意度影响因素分析	11
第 4 章 蜀海（北京）供应链管理有限公司物流配送与客户满意度优化.....	18
4.1 建立数据仓库.....	18
4.2 建立配送中心.....	18
4.3 降低货损率.....	18
4.4 提升服务质量.....	20
结 论.....	22

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。

如要下载或阅读全文，请访问：

<https://d.book118.com/305031224102011242>