

# Customer Satisfaction Survey and Improvement Suggestions for Chongqing Broadcasting Group

Yan Xiao<sup>1</sup>, Jia Shang<sup>2</sup>

<sup>1</sup>Chongqing Technology and Business University, Chongqing, China

<sup>2</sup>Chongqing Broadcasting Group, Chongqing, China

**Abstract:** In recent years, with the implementation of the national policy of integrating the three networks and the rise of new media, competitors led by telecommunications, mobile, and China Unicom have joined the television industry to compete for television users. The monopoly advantage of broadcasting and television has been broken, and its market competition is becoming increasingly fierce, posing great challenges to the development of the broadcasting and television industry. In order to help the broadcasting and television industry maintain stable development in a fiercely competitive market environment, this article takes Chongqing Broadcasting Group as an example, guided by the CCSI model theory, and conducts an in-depth investigation of the company's user evaluations of Chongqing Broadcasting Group's product love, loyalty, user experience, after-sales service, and other aspects. The survey results are analyzed using SPSS data analysis software. The conclusion of this survey can provide practical and feasible strategies for Chongqing Broadcasting Group to improve customer satisfaction and professional development, as well as reference and inspiration for broadcasting network companies in other provinces and cities.

**Keywords:** Chongqing Broadcasting Group; Customer Satisfaction; Service Quality; Customer Loyalty; CCSI Model

## 1. Introduction

Chongqing Broadcasting Group is the only operator which has cable broadcasting and television transmission license in Chongqing. At present, the company has about 6.34 million cable TV customer households,

including 2 million smart terminals, 2.58 million high-definition terminals and 2.06 million standard definition terminals, which cover 38 districts and counties in Chongqing. Since its establishment in 1998, the competitive environment of Chongqing Broadcasting Group has gradually moved from monopoly position to open market competition. Faced with increasingly fierce industry competition, service-oriented enterprises must pay attention to the psychological needs of customers and customer satisfaction is the key to win the market competition <sup>[1]</sup>. It is stressed that maintaining a high level of customer satisfaction is crucial for the long-term stable development of enterprises <sup>[2]</sup>

Therefore, in the current development stage and external fierce competition environment, efficient integration of limited resources, to provide users with better products and services, and to meet the personalized needs of users, will be the central task and important topic of Chongqing Broadcasting Group. Therefore, this paper will focus on scientifically evaluating user satisfaction, analyzing users' pain points, to formulate effective improvement strategies, enhance the core competitiveness of Chongqing Broadcasting Group, and help the radio and television industry effectively cope with the current severe development situation.

## 2. Investigation Process and Method

From April 2023 to October 2023, the researcher carefully studied the relevant literature at home and abroad, carefully analyzed the existing research results, and found out the parts that could be used for reference in this study. The variables in the CCSI model cover multiple levels and perspectives, from brand image, products, services, value, customer satisfaction to

customer loyalty, giving full consideration to multiple dimensions of customer satisfaction. Using this model to study customer satisfaction is relatively comprehensive and systematic [3]. CCSI model emphasizes the influence of perceived quality on customer satisfaction, which not only has a rigorous internal logic, but also is close to the actual situation of our country, and can more accurately and effectively evaluate the customer satisfaction of Chinese enterprises [4]. Therefore, CCSI model was chosen as the main tool of this study. Hierarchical analysis was carried out on the products and services of Chongqing Broadcasting Group according to the six variables of the model (perceived quality, expected quality, brand image, perceived value, and customer loyalty). In addition, in order to make the satisfaction evaluation index more scientific, the author also referred to the selection of evaluation indicators in recent years when scholars carried out relevant studies. When selecting Chengdu Branch of Sichuan Broadcasting Network as a case study, it is believed that the main influencing factors of customer satisfaction of broadcasting and television enterprises include customer perception of quality, service perception, gap between expectation and reality, customer complaint behavior, price factor, corporate image, etc. In the study of customer satisfaction, it is found that price, quality, service and other factors have a great impact on customer satisfaction [5].

When studying the provincial TV customer satisfaction of J Mobile Company, customer satisfaction was evaluated from the aspects of TV terminal quality, content experience, business handling and subscription cancelling, customer complaints, etc. [6]. When studying the customer satisfaction of ZY Radio and Television Network Company, the customer satisfaction was evaluated from the aspects of TV terminal quality, content experience, business handling and unsubscription, and customer complaints. It is emphasized that service quality is an important dimension to measure customer satisfaction [7].

Based on the product characteristics of Chongqing Broadcasting Group, the final questionnaire is composed of 31 question, including 10 parts, which are basic information of respondents, brand image,

hardware quality, software quality, product function, price, customer experience, service quality, customer loyalty, overall customer satisfaction, and open questions. Using Likert scale, each question has five options--satisfied, relatively satisfied, average, not very satisfied, dissatisfied, respectively recorded as 5, 4, 3, 2, 1, and the final total score of each respondent is the sum of his answers to each question.

The respondents of this survey are mainly customers of Chongqing Broadcasting Group. Questionnaire were distributed through the questionnaire Star platform, and the links were shared with the author's relatives and friends and internal employees of Chongqing Broadcasting Group through WeChat and other social software. Respondents were invited to fill in the survey online. A total of 400 questionnaires were sent out in this survey, and a total of 359 questionnaires were collected, with a questionnaire returns-ratio of 89.75%. Among them, 359 were effective, with an effective rate of 89.75%.

For the reliability and validity test of this questionnaire index, the Klonbach coefficient of each evaluation index is higher than 0.70, and the overall coefficient is greater than 0.80, indicating that this questionnaire survey had a high reliability, and the reliability of the survey results was relatively high.

### 3. Analysis of Survey Results

#### 3.1 Survey Sample Statistics

Among the 359 valid questionnaires collected, the respondents were mainly aged between 18 and 60, accounting for 72.7% of the total, 17.27% under 18, and 10.03% over 60. However, the main users of home TV products were mainly over 60 years old and children under the age of 18, accounting for as high as 81.06%, and the middle-aged accounted for a relatively low, only 18.94% of the total, which indicates that Chongqing Broadcasting Group was losing many young users.

Among the survey respondents, 91.92% of customers who have used Chongqing Broadcasting Group's products and services for more than 1 year are still using them, and only 8.08% of those who have used them for less than 1 year. It means that the survey objects are mainly old customers of Chongqing Broadcasting Group, and they are

more familiar with the products and services of Chongqing Broadcasting Group, which ensures the reliability and availability of the survey results.

### 3.2 Analysis of the Results of Closed-End Questions

In this paper, Cronbach's alpha coefficient was used to measure the reliability of test indicators. In general, the higher the coefficient, the higher the reliability of the survey. In the exploration research, the reliability can be accepted when it is 0.70, and the number between 0.70 and 0.93 are considered high reliability. The specific results of the reliability and validity test of the questionnaire indicators are shown in Table 1.

**Table. 1 Description of Independent Variables of Secondary Indexes**

Secondary index	Mean Value	Standard Deviation
Brand image	2.8929	1.281
Hardware quality	2.9583	1.099
Software quality	3.0243	1.132
Product function	2.7183	1.347
Price	2.3856	1.163
Customer experience	2.4167	1.275
Service quality	2.9398	1.335
Customer loyalty	2.7073	0.986

It can be seen from Table 1 that the descriptive data of each secondary index show that the mean value of the index was less than 3.0 except for software quality, which did not meet the qualification standard compared with the qualification line 3.0. This shows that Chongqing Broadcasting Group's users had a certain degree of dissatisfaction with Chongqing Broadcasting Group's TV products in many aspects.

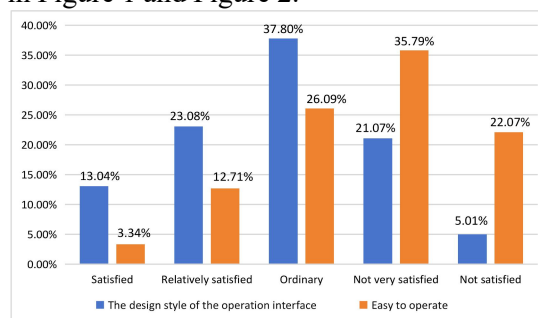
After averaging the scores of all the secondary indicators, the customer satisfaction score of Chongqing Broadcasting Group was 2.7554, which indicated that the users of Chongqing Broadcasting Group were not satisfied with the TV products.

## 4. Analysis of Customer Satisfaction of Chongqing Broadcasting Group Based on Survey Results

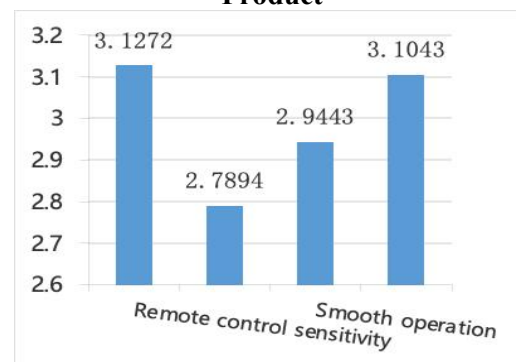
### 4.1 Inconvenient Operation and High Failure Rate

According to the survey, 35.79% of the users

were not satisfied with the ease of operation of the TV, 22.07% of the users were not satisfied with the performance parameters of the hardware equipment and the fluency of the software operation, and the scores were less than 3 points. The specific results are shown in Figure 1 and Figure 2.



**Figure 1. Operational Performance of the Product**



**Figure 2. Product Quality Survey Results**

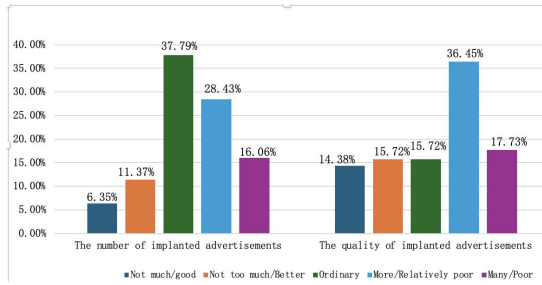
For the open questions, some users commented that nowadays, the TV was becoming more and more difficult to use. It took a longer time to boot up and the boot-up advertisement took a long time. They can't find live channels and free content. Frequent prompts and advertisements popped up. The home set-top box was poor in performance, not only slow in reaction, but also prone to stuttering and even crashes.

### 4.2 Excessive Advertising and Unattractive Content

According to the survey results, 36.45% and 17.73% of users respectively believed that the quality of implanted TV advertisements was not very good or bad, while 28.43% and 16.06% of users respectively believed that the number of implanted TV advertisements was relatively large or excessive.

When evaluating the cable TV service provided by Chongqing Broadcasting Group, 107 customers mentioned the advertisements, mainly expressing dissatisfaction with

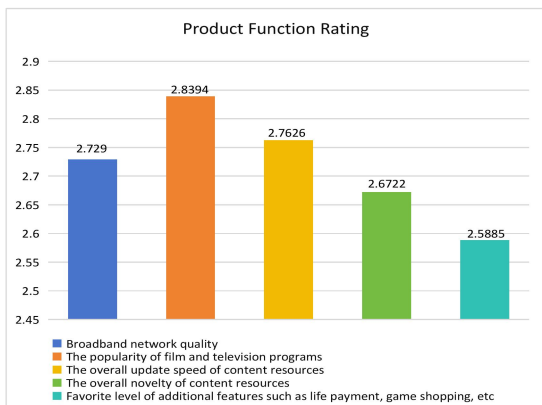
excessive advertisements, poor quality of advertisements, and long advertisement durations.



**Figure 3. Advertising Placement Survey Results**

The average product function score of Chongqing Broadcasting Group's STB was 2.7183, and the specific score of various product function indicators is shown in Figure 4.

Some users stated that Chongqing Broadcasting Group always broadcasts old movies and TV shows, and even news and information programs were not timely enough. Others mentioned that although modern TV sets seem to have many functions, most of them were rarely used, and services like utility payments, security monitoring, stock and financial information had never been accessed even once.



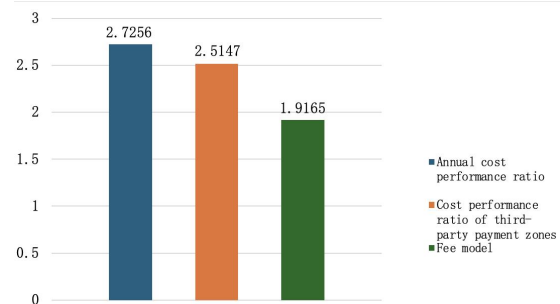
**Figure 4. Product Function Survey Results**

**4.3 "Russian Doll" Charging Model, Low Cost-Effectiveness**

According to the survey results, the average score of product pricing was 2.3856, and the specific scores of various indicators of product functions are shown in Figure 5. The survey results indicated that users had a relatively high dissatisfaction with the product pricing. Among them, 30.77% of users believed that the cost-effectiveness of the annual fee was acceptable, 29.43% of users

believed that it was not too high, 25.42% of users believe that the cost-effectiveness of the third-party payment zone was not too high, and 42.14% of users were dissatisfied with the current charging model.

Moreover, some users indicated that after paying the basic annual fee, they can only access a limited amount of content, while most of the content required additional payment. Although the prices appear inexpensive on the surface, the actual viewing costs were much higher than those of other branded internet TV services.



**Figure 5. Product Price Rating**

**4.4 Inconsistent Quality of Service and Mixed Customers' Reviews**

Chongqing Broadcasting Group's average service quality score was 2.9398. Except for the convenience of complaint and suggestion channels, which scored 3.1742, higher than the average level, other aspects' scores were all below 3.0. The service attitude score of service personnel was 2.8563, the response speed of complaint suggestions or fault handling was 2.8328, the duration of complaint suggestions or fault handling was 2.9031, and the satisfaction of complaint suggestions or fault handling results was 2.9326. The specific scores of each index of service quality were shown in Figure 6.



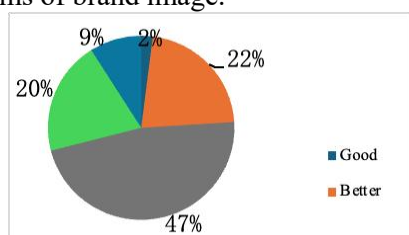
**Figure 6. Service Quality Rating**

In addition, according to the final statistical data, in terms of service attitude of the service

personnel, complaints and suggestions or fault handling, and the response time of complaints and suggestions or fault handling, the number of respondents who choose satisfied and relatively satisfied, dissatisfied and relatively dissatisfied was similar, which was close to one third of the total number of respondents. Overall, users' evaluation of the service quality index tended to be polarized.

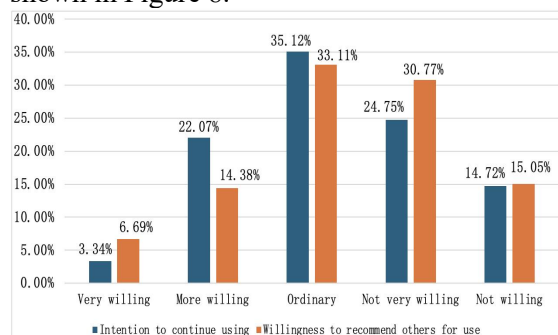
#### 4.5 Poor Reputation and Low User Loyalty

The average score of the brand value of Chongqing Broadcasting Group's cable TV was 2.8929. 47.16% of users had an acceptable impression of Chongqing Broadcasting Group, 9.03% of users had a bad impression of the brand, and only 2.34% of users had a good impression of the brand. The specific results are shown in Figure 7. It can be seen that Chongqing Broadcasting Group still had considerable room for improvement in terms of brand image.



**Figure 7. Brand Image Survey Results**

The mean score of customer loyalty for Chongqing Broadcasting Group was 2.7073, with a mean score of willingness to continue using of 2.7456 and a mean score of willingness to recommend to others of 2.6689. 24.75% of users indicated they were not very willing to continue using, and 30.77% of users indicated they were not very willing to recommend to others. The specific situation is shown in Figure 8.



**Figure 8. User Loyalty Survey Results**

Based on the survey results, it is not difficult to find that the overall performance of customer loyalty for Chongqing Broadcasting

Group was not optimistic.

It is believed that if modern enterprises want to develop steadily, they must pay attention to consumers' willingness to buy back [8]. High customer loyalty is a prerequisite for enterprises to have high profitability [9]. Therefore, Chongqing Broadcasting Group should attach great importance to the indicator of customer loyalty.

### 5. Causes of Existing Problems In Customer Satisfaction of Chongqing Broadcasting Group

#### 5.1 Customer Experiences

##### 5.1.1 Overdue service of set-top boxes

At present, many set-top boxes of Chongqing Broadcasting Group are operating beyond their service life. A lot of equipment is more than ten years old, and some of the warranty period has expired. These set-top boxes are prone to equipment failures, seriously affecting the users' experience. At the same time, due to the decline in the benefits of Chongqing Broadcasting Group in recent years, there is a lack of funds to replace set-top box equipment in bulk, and there must be some degree of deficiency in their product performance.

##### 5.1.2 The remote control is not intelligent

The television products of Chongqing Broadcasting Group require remote control operation, which is not as intuitive and convenient as touch screens on mobile phones. Switching to the program you want to watch often requires multiple steps on the remote control, undoubtedly increasing the complexity of user's operation.

##### 5.1.3 Outdated software technology

Chongqing Broadcasting Group has adopted closed CA, middleware, and CW network sharing technology, which has resulted in the development of set-top box software only being able to take place in a closed environment. This closed technological environment helped Chongqing Broadcasting Group form a monopolistic position in its early stages of development. However, with the rapid development of smart phones (Android), Google (IOS) computers (PC) and other operating systems, the closed technological environment has limited the development of set-top box technology. For example, popular development languages

such as python, html5, and frameworks such as VUE, jQuery, Bootstrap are incompatible and not suitable for use on set-top boxes. Lower level html3 or less complex development languages need to be used. Failing to keep up with cutting-edge technology will inevitably affect product innovation and advancement.

#### 5.1.4 Complex UI Design

UI design (or user interface design) refers to the overall design of human-computer interaction, operation logic, and interface aesthetics of software. The UI interface is the most initial perception and intuitive feeling when users use TV products, and its importance is self-evident. As a central enterprise, Chongqing Broadcasting Group has a conservative style of UI design for its products. At the same time, with the continuous development of products and the continuous enrichment of functions, the company's products now integrate many business applications such as games, lottery, finance, music, newspapers, payment, shopping malls, etc. To accommodate such rich content, its display interface will inevitably be very crowded and the hierarchy will be deepened, thus increasing the difficulty for users to find the desired content.

## 5.2 Business Model

### 5.2.1 Over-reliance on advertising revenue

In recent years, Chongqing Broadcasting Group has seen a gradual loss of TV users year by year, and the scale of its advertising revenue has also been declining year by year. Along with the shortage of operating funds, problems such as declining content quality, loss of professional talents, and difficulties in operation have gradually emerged. Without a better strategy to deal with the situation, Chongqing Broadcasting Group can only increase advertising placement and paid projects to compensate for the lack of revenue caused by user loss and business loss, but this is constantly consuming users' patience.

### 5.2.2 Extensive management of the target market

At present, although Chongqing Broadcasting Group has proposed to change from "standardized operation" to "lean operation", it is not easy to change the business model formed over the years. At present, Chongqing Broadcasting Group still has a relatively

extensive market division. Its TV service business is roughly divided into three categories: public sectors, private sectors, enterprises and ecological sectors. The public business is targeted at public customers; the government and enterprise business are targeted at enterprises and industry customers; the ecological business and extension services, such as advertising, smart home services, smart communities, and other services. With such a classification, it is difficult to accurately grasp users' needs. Nowadays, consumers' psychology is becoming more mature, and the trend of personalized demand is obvious. Chongqing Broadcasting Group's TV services need to keep up with the times, and require more detailed exploration, such as family member situation, consumption level, age group, viewing preferences, etc. Otherwise, the products will naturally be difficult to meet users' personalized needs.

## 5.3 Low Customer Perceived Value

### 5.3.1 The annual fee is relatively high.

By comparing the available packages on the official websites of the three major operators of Telecommunications, Mobile, and Unicom, as well as Chongqing Broadcasting Group, it is found that the cheapest home version broadband package launched by the three major operators is the "300M Home Converged Broadband" of Unicom Company, which costs 79 yuan per month. The cheapest package of Chongqing Broadcasting Group is 624 yuan per year, with an average of 52 yuan per month. At first glance, the annual fee of Chongqing Broadcasting Group is lower, but the products of Chongqing Broadcasting Group only include broadband fees and TV services, while the packages of the other three major operators of telecommunications, mobile, and Unicom include telephone fees, broadband fees, and TV service fees. Overall, the products of Chongqing Broadcasting Group do not have obvious advantages in price.

### 5.3.2 There are too many charging subjects.

At present, Chongqing Broadcasting Group has launched dozens of special zones and introduced many content providers, with wide coverage, including high-quality internet video providers such as iQIYI, Tencent, and Youku. While ensuring that the content meets the needs of users, the corresponding charging

subjects have also increased. And the membership of each video provider is independent. For example, if a user subscribes to the British and American dramas, but he wants to watch the content of the Korean dramas, he needs to subscribe to the Korean drama again, which increases the user's cost. In addition, there are also Chongqing Broadcasting Group's own annual packages, quarterly packages, monthly packages, on-demand viewing, HD channel fees, paid channel fees, and special channel fees, which make people feel that the charging model is complex.

#### **5.4 Low Service Level**

Insufficient supervision and service deficiency in branches and subsidiaries: (1) Chongqing Broadcasting Group has five directly affiliated branches, one holding subsidiary, one wholly owned subsidiary and 31 district and county branches. More than 3 million users on the network are scattered throughout Chongqing, and the branches are far away from each other, which easily leads to poor communication and coordination and untimely supervision in management. (2) Currently, Chongqing Broadcasting Group has more than 3,000 TV experts in Chongqing, but some of them are employees of third-party companies or temporary employees. The service capabilities of these personnel vary widely. Although the company regularly evaluates the work performance of front-line service personnel, many users who encounter poor service experience do not report or complain to the competent company in time, holding the attitude of "it is better to let sleeping dogs lie" and leaving it at that, which may lead to a lack of supervision.

#### **5.5 Serious Product Homogenization and Fierce Market Competition**

There are serious product homogenization and fierce market competition. With the promotion of the tri-network convergence policy, IPTV TV services launched by the three major operators of telecommunications, mobile, and China Unicom have strongly entered the traditional broadcast and television field, which has already broken the once monopolistic situation of the broadcast and television industry. In addition, in recent years, there have been dozens of TV box

products on the market, such as Xiaomi box, Tmall Magic Box, Tencent Polar Light Box and other TV boxes, which can meet the daily needs of users to watch TV dramas and movies. (2) Mobile technology innovation and transformation, mobile devices such as mobile phones and iPad are more convenient and intelligent for users, and the information and resources obtained through the Internet are massive, which can better meet the personalized media consumption needs of users, especially for young people<sup>[10]</sup>.

### **6. Suggestions for Improving Customer Satisfaction of Chongqing Broadcasting Group**

#### **6.1 Improving Software and Hardware Quality**

6.1.1 Update hardware equipment and improve hardware performance.

As the core hardware equipment for processing audio and video, the set-top box largely determines the quality of the user's viewing experience. In recent years, users have increasingly demanded higher quality in terms of program clarity, and correspondingly, they also have higher requirements for the hardware configuration of the set-top box. However, the early set-top boxes generally have lower factory configurations, and with the increase in service years, the hardware has shown signs of aging, which can seriously affect users' experience. Therefore, Chongqing Broadcasting Group should classify and handle the set-top boxes currently being used in the market. For the set-top boxes that are still within the service period, they should strengthen monitoring and management to ensure user experience; for the set-top boxes that exceed the service period, they should arrange maintenance personnel to replace and recycle them in a timely manner.

The remote control is also a hardware device that users directly interact with and use to complete the operation and control of the television. Therefore, its sensitivity, design, appearance, durability, and other factors will also directly affect users' perception of product quality. Therefore, it is also necessary to strictly require that the design, quality, and appearance of the remote control reach a high level.

### 6.1.2 Strengthen technological research and improve software performance.

Chongqing Broadcasting Group's television products are based on the internet and use live HLS+VOD HLS protocol technology. When users are using broadband to access the internet, there is a tendency for network congestion to occur between the internet and the television, which can lead to buffering, unstable transmission rates, slow internet speeds, insufficient coverage areas, and low video transmission bitrates. These issues can negatively impact the users' experience. Therefore, in its subsequent development, it is particularly important for Chongqing Broadcasting Group to increase investment in scientific research for network products, strengthen technological research and development, and improve network transmission quality.

Chongqing Broadcasting Group's television service covers a rich variety of program content and integrates many third-party apps, with over 3 million users online daily and tens of millions of concurrent server visits per day, making it a large-scale software product. Only high software performance can support the stable operation of the system, and the better the software performance, the smoother it will be and the better the user experience will be. Therefore, Chongqing Broadcasting Group should attach great importance to software performance optimization, regularly updating and upgrading, and improving software performance, reducing resource usage, and enhancing software readability and maintainability through the rational selection of algorithms and data structures. Additionally, it is necessary to simplify the operation interface of the standard version. Every process of simple selection also consumes users' patience invisibly, and when the number of selections exceeds a certain limit, especially when the displayed content is too similar, it can easily lead to dissatisfaction among users. Therefore, it is necessary to remove non-functional extra elements, reasonably delete overly detailed content, and allow users to use it immediately. In addition, experienced UI designers should be recruited to grasp the degree of color selection and utilize color gradients and changes in transparency to create a simple yet visually appealing interface design.

## 6.2 Improving Product Connotation

### 6.2.1 Subdivide user groups and implement differentiated management

Market segmentation can be carried out based on customer household structure, age group, geographical region, and other criteria. By displaying more targeted content and designing user interfaces with different styles, it can be easier to meet users' needs, effectively improve customer service efficiency, and further enhance customer satisfaction.

Collect, analyze, and mine users' daily consuming behaviors. Based on differences in user groups and content preferences, create precise user portraits, establish user tags, and precisely match user needs. Utilize big data algorithms to deeply mine users' potential needs based on their browsing history, favorites, viewing, subscriptions, and other behaviors. Make timely and intelligent recommendations to present users with content they want to see, thereby improving user content satisfaction and value conversion.

### 6.2.2 Reduce advertisement placement and lower resource redundancy

For users who have not subscribed to VIP membership, a model can be adopted where "watching advertisements in full earns rewards." This model is already very popular on the internet. For example, users can earn credits by watching advertisements, which can be redeemed for gifts, used to offset membership fees, or cashed out. This approach encourages users to actively watch advertisements without feeling annoyed by them. Users' dissatisfaction with Chongqing Broadcasting Group's television advertisements is not only reflected in the number of advertisements played but also in the content and quality of the advertisements. Therefore, Chongqing Broadcasting Group should adhere to practical considerations, cancel advertisement spaces with low conversion rates and low exposure rates, strictly control the types of advertisements, and improve the quality of advertisements.

Sort through the existing specialized menus, and reasonably cooperate and coordinate with various third-party platforms and content providers to minimize content duplication and redundancy. Establish a survival of the fittest



mechanism to screen out content with distinct features, correct value orientation, high professional quality, and good comprehensive benefits, and further refine and strengthen it; resolutely implement elimination and withdrawal for programs with poor quality and low comprehensive benefits.

#### 6.2.3 Strengthen quality control and improve resource quality

Firstly, it is crucial to enhance the localization of basic program content. Local users are the primary audience group for Chongqing Broadcasting Group, therefore, the reporting and dissemination of local news should be paid more attention to. By prioritizing the localization of program content, we can foster a sense of identity and closeness among local users. Secondly, it is essential to increase the depth of basic programming. Compared to new media and social media, Chongqing Broadcasting Group possesses a stronger professional advantage, having accumulated rich resources through long-term news reporting and cultural promotion practices. Consequently, Chongqing Broadcasting Group should fully utilize its own advantages, continuously explore changes in content selection, angle selection, and stylistic choices, to cater to the audience's demand for information. Not only should it maintain the refreshing and lively style of new media information, but it should also prioritize a people-oriented interpretation of news, emphasizing humanistic care, and advocating a simple, profound, lively, and vivid writing style.

### 6.3 Adjusting Product Prices

#### 6.3.1 Lower the annual fee for basic services to improve cost-effectiveness.

Product pricing should adapt with the overall market environment, and the pursuit of excessive profits can only be short-term. Therefore, Chongqing Broadcasting Group needs to strengthen market investigation and try its best to price according to the "psychological valuation" of most consumers. As the most basic business of Chongqing Broadcasting Group, reducing the annual fee for basic services is to reduce the consumer threshold for users. Chongqing Broadcasting Group can use this as a major selling point to attract new customers. In addition, Chongqing Broadcasting Group needs to increase the supply of quality free content to benefit users,

so that users can really feel the cost-effectiveness. In the short term, it may reduce income, but in the long run, retaining users can provide more opportunities for profit and win greater development space.

#### 6.3.2 Reducing billing entities and enhance the transparency of consumption

Firstly, reducing billing entities and reject "Russian doll-style" TV billing requires cancelling or merging underperforming product packages, cancelling or stopping cooperation with third-party billing entities with poor performance, and compressing billing parties. Secondly, it is necessary to coordinate resource suppliers to cooperate with each other, create a converged package business model, and enable users to subscribe once to watch program content from multiple sources, effectively reducing the number of user subscriptions and increasing users' pleasure in watching TV.

Enhancing the transparency of consumption is not only about making users aware of their consumption behavior, but also about returning the initiative of consumption to users. Firstly, a clear division between free zones and paid zones is required, and a list of subscriptions, including details such as amount and expiration date, should be displayed in a prominent position on the personal center page of the startup homepage, so that users can clearly see their consumption items. Secondly, it is necessary to simplify the process of cancelling subscriptions. Some users have complained that Chongqing Broadcasting Group's TV product subscriptions are simple, and they even subscribe unconsciously, but cancelling subscriptions requires going to offline business halls, which is suspected of forced consumption. Therefore, Chongqing Broadcasting Group should add a function to the personal center page that allows users to cancel subscriptions at any time.

### 6.4 Improving Service Quality

#### 6.4.1 Enrich online service channels and improve service efficiency

Firstly, Chongqing Broadcasting Group needs to strengthen the construction of online self-service channels, including mobile apps, WeChat official accounts, WeChat Mini Programs, TV screens, and telephone call 96868, among others. They should adhere to

the principle of "doing as much as possible online" to provide users with as much convenience as possible. Secondly, the company need to strengthen the management of online customer service personnel. Although they do not need to face users directly, they have high requirements for response speed, courtesies, and familiarity with business processes. Therefore, the company should strengthen the training of customer service personnel in product knowledge, communication skills, and other aspects, and not rely too much on machine dialogue. Thirdly, the company should attach great importance to user evaluation. User evaluation is an important basis for judging the quality of online customer service personnel. The company should strengthen supervision and management of customer service personnel through user evaluation, and improve their service quality. Finally, the company should strengthen the promotion and publicity of online service channels, increase user awareness, form a word-of-mouth effect, and establish a good brand image.

#### 6.4.2 Strengthen the service of offline service team

Regularly require salespeople to learn about the company's business and the entire operation process of television, improve their familiarity with the business, and use unified standardized scripts to explain the characteristics of the business, tariffs, renewal methods, and other issues to customers when introducing television business or handling television-related business. After-sales installation and maintenance personnel need to pass strict assessment tests before they can take up their positions. Both temporary employees and third-party personnel must adopt unified standards and strict requirements to ensure service quality. Regularly organize training for offline employees. Carry out training in typical case analysis, on-site handling capabilities, and new industry knowledge expansion, and conduct exam assessments of the training results. Qualified personnel continue to work. Quantify service standards and formulate reward and punishment systems. The standards formulated should detail every detail of the employee's daily work, criticize and educate employees who do not perform well in service work or impose fines, and

issue bonuses or commendations to employees who perform well in service work, urging them to consciously pay attention to daily service details and improve their service awareness.

#### 6.4.3 Strengthen supervision of subsidiaries to ensure service quality

Regularly communicate and visit subsidiaries to understand the operation of overseas branches and the implementation of company policies; Regularly hold online and offline meetings to encourage staff to share their experiences, improve their ability to solve problems, and improve work efficiency; Conduct regular remote communication and reporting, such as holding regular meetings weekly and reporting specific information in time.

### 6.5 Strengthening Brand Influence

At the current development stage, Chongqing Broadcasting Group can start from the following two aspects.

#### 6.5.1 Exploring 5G Technology to Improve Brand Competitiveness

In the process of exploring new 5G technologies and applications, Chongqing Broadcasting Group recognizes that talents are the most important resource. Therefore, the company must invest more resources and funds in talents training to enhance its technological innovation capabilities. Firstly, Chongqing Broadcasting Group should increase the recruitment of interdisciplinary talents. The company should openly recruit outstanding engineers with strong practical abilities to enrich the technical strength of the research and development team and establish a technical talent reserve mechanism. Secondly, the company should strengthen technical training for its employees. Regularly organizing cutting-edge technical exchange and learning sessions, improving the research and evaluation system and methods, and establishing reward and punishment measures that match the evaluation results, Chongqing Broadcasting Group is determined to stimulate the enthusiasm and initiative of the research and development team in technological innovation while forming a benign talent mechanism of survival of the fittest.

#### 6.5.2 Innovate product systems and enhance brand value

Smart home integration with the Internet of Things aims to make people's daily lives more convenient and intelligent. Nowadays, more and more people are paying attention to smart homes, and the market demand is huge. "Households" has always been the main battlefield of Chongqing Broadcasting Group's TV business. Smart home is undoubtedly an important innovation and development direction for Chongqing Broadcasting Group in the future, which will promote the upgrading of Chongqing Broadcasting Group's service ecology. Therefore, Chongqing Broadcasting Group needs to accelerate business development in the smart home field, accelerate the construction of smart home platforms, improve the quality and intelligence of users' home life, and at the same time expand the company's business areas, creating more vitality and vitality for the company's development.

VR (virtual reality), AR (augmented reality), and MR (simulated reality) are hotspots of technology development in recent years, which can provide users with a new immersive experience and achieve more rich interaction. However, they have high requirements for network transmission speed and bandwidth. If the network quality does not meet the requirements, problems such as delay, stuttering, and low clarity may occur, and the consumption of memory is large. Insufficient memory space can easily lead to poor user experience. However, the birth and development of 5G technology have greatly upgraded network performance, making virtual technology have more room for exertion and implementation possibilities. Chongqing Broadcasting Group should keep up with the trend of the times, seize the research and development of virtual technology-related businesses, integrate them into the creation and production of radio and television programs, and enhance interactive experience.

## References

[1] Hooda R C, Tyagi D R V. Comparative

Analysis of Customer Satisfaction of Telecom Service Providers in Haryana. *Information Technology in Industry*, 2021, 9(1): 709-719.

- [2] Khan Y, Shafiq S, Ahmed S, et al. Factors affecting service quality, customer satisfaction and customer churn in Pakistan telecommunication services market. *Journal of Mechanics of Continua and Mathematical Sciences*, 2019, 14(4).
- [3] Yuan Jing. *Research on Marketing Strategy Optimization of China Broadcasting and Television Chongqing Company*. Chongqing Technology and Business University, 2022.
- [4] Qu Yongjin. Analysis on Dilemma Advantages and Path of 5G network development in China. *China Cable TV*, 2022 (10):73-76.
- [5] GUI Weizhen. *Research on Customer Satisfaction Improvement Strategy of JX Broadcasting Network*. Jiangxi Normal University, 2020.
- [6] Ma Feng. *Research on the management and improvement of TV customer satisfaction in Province of J Mobile Company*. Nanjing University of Posts and Telecommunications, 2021
- [7] Tefertiller A, Sheehan K. TV in the streaming age: Motivations, behaviors, and satisfaction of post-network television. *Journal of broadcasting & electronic media*, 2019, 63(4): 595-616.
- [8] Asif Ali, Jaya Bhasin. Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 2019(2):142-157
- [9] Bagyalakshmi Gopi, Nusrah Samat. The influence of food trucks service quality on customer satisfaction and its impact toward customer loyalty. *British Food Journal*, 2020(10):122-134.
- [10] Rahimi F. The Role of Telecommunication Marketing Strategies for Attracting Young Customers Case Study: Afghanistan Telecom Companies. Available at SSRN 3428097, 2019.