

Leveraging Newspaper Brand Advantages to Build Information Service Platforms: Postprint of Xiaogan Daily Media Group's Information Network Service System Construction Practice

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Date: 2023-10-08T00:00:00+00:00

Abstract

With the rapid development of computer information network technology and the swift popularization of its applications, a substantial demand for information network services has emerged. In recent years, Xiaogan Daily Media Group has seized opportunities, pursued projects, leveraged technology as a cornerstone, integrated internal and external resources, and endeavored to construct a regional information service platform serving the local community, thereby promoting the development of the cultural industry and fostering the scientific and leapfrog development of the newspaper.

Full Text

Preamble

Title: Leveraging Newspaper Brand Advantages to Build an Information Service Platform — Practice in the Construction of Xiaogan Daily Media Group's Information Network Service System

Abstract: With the rapid development and widespread application of computer information network technology, substantial demand for information network services has emerged. In recent years, Xiaogan Daily Media Group has seized opportunities and secured projects, using technology as a backbone to integrate internal and external resources. The group has strived to build a regional information service platform serving the local community, thereby promoting cultural industry development and driving the scientific and leapfrog development of the newspaper.

Keywords: newspaper brand advantage; information service; system construction; technical support; cultural industry development

Chinese Library Classification: G203

Document Code: A

Article ID: 1671-0134(2017)12-078-03

DOI: 10.19483/j.cnki.11-4653/n.2017.01.018

1. Advantages of Newspaper Information Network Service System Construction

As China's economy and society develop rapidly and living standards improve, the domestic service industry has become an essential component of people's livelihoods. To promote standardized and orderly development of this sector, the Ministry of Commerce launched pilot projects for domestic service system construction nationwide. In 2011, Xiaogan City secured such a pilot project, with Xiaogan Daily undertaking construction of the domestic service network platform. As a pioneer in applying computer information network systems, the newspaper possesses multiple advantages in building information network systems for local social services while managing its own informatization needs for editorial publishing and new media operations.

1.1 Newspaper Brand Advantage

As the mouthpiece and propaganda front of the Xiaogan Municipal Party Committee and government, Xiaogan Daily Media Group publishes the Party newspaper *Xiaogan Daily*, the urban lifestyle newspaper *Xiaogan Evening News*, the news portal Xiaogan Net, and mobile media such as Xiaogan Mobile Newspaper. Since its establishment, the group has built strong credibility and influence through its positive political image and accurate news propaganda and public opinion guidance, garnering a large loyal readership and user base. This brand advantage plays a vital role in the construction of the information network service system.

1.2 Hardware Construction Advantage

Xiaogan Daily has consistently prioritized information technology development, focusing on two key areas: strengthening the newspaper's editorial and publishing system, and developing new media systems such as websites and mobile newspapers. The group has invested six million yuan to acquire new facilities, purchase over 200 computers and servers, and connect dedicated high-speed internet broadband fiber optics. Recognizing the information network system as crucial for future development, Xiaogan Daily has continuously increased hardware investment, establishing a significant advantage in hardware construction for its information network service system.

1.3 Network Platform Advantage

Xiaogan Net is the only news website in Xiaogan, serving as “the online window representing the municipal party committee and government for external news release.” The site features 33 major content categories, with the most influential being the large-scale online community “Huaiyin Forum,” which ranks among the top tier in Xiaogan, across the province, and nationwide among similar platforms. With advanced website management experience, professional technical support, and the Huaiyin Forum’s brand appeal, the group enjoys a powerful network platform advantage that provides exceptional user traffic and system support for building its information network service system.

2. Construction Philosophy and Design

2.1 Construction Philosophy

“Family Service” and “One-Stop Solution” constitute the two fundamental concepts guiding the construction of Xiaogan 96580 Domestic Service Network Center.

First, the domestic service network center will be based on “family service,” gradually expanding according to service categories to position itself as a comprehensive life information service platform focused on “family,” “life,” and “consumption,” providing distinctive information services to citizens.

Second, utilizing advanced IT technologies and integrating the internet, telephone call centers, voice SMS platforms, online payment systems, and logistics distribution networks, the center will progressively build a “one-stop family life service platform” to provide comprehensive and efficient services to Xiaogan residents.

2.2 Platform Architecture

2.2.1 Industry Credit Platform Establish a robust family service industry credit platform to enhance the service level and management functions of the Municipal Domestic Service Industry Association, serving both citizens and member units of the association to promote healthy development of the domestic service industry.

2.2.2 Supply-Demand Connection Platform Create a comprehensive domestic service transaction platform to achieve closed-loop management of service processes. Members can submit service demands via telephone or network to the domestic service platform; the network center then distributes orders through its allocation mechanism to corresponding merchants, who provide services to users. The service center monitors service quality through follow-up mechanisms and rating systems to ensure rapid response and high-quality service.

2.2.3 Industry Segmentation Platform Implement industry segmentation on both voice and web portals to provide specialized domestic services.

2.2.4 Objective and Fair Evaluation Platform Develop a powerful domestic service business management support platform to enable control and statistical analysis of the entire business system, forming objective and fair evaluations and recommendations.

2.2.5 Platform Supporting Sustainable Industry Development Establish a complete consumption settlement system and account management system to support prepaid member management and commission settlement for franchised service providers. This creates a viable profit model on a public welfare foundation, facilitating long-term development and functional expansion of the domestic service network center.

2.3 Functional Positioning

The Xiaogan 96580 Domestic Service Network Center, constructed under the guidance of the commerce department, is a public service platform covering the life service industry. It operates as a government-led, enterprise-managed institution primarily undertaking five functions: first, a display platform for domestic enterprise image; second, an information matching platform for domestic services; third, a quality monitoring and evaluation platform for domestic services; fourth, an information release platform for the domestic industry; and fifth, a productivity promotion platform for the domestic industry.

2.4 System Design

2.4.1 Network Topology The system's network can be divided into data networks and communication networks based on the information carried. The network topology of the domestic service network center is shown in Figure 1 [Figure 1: see original paper]. The basic network components include various servers and switches:

- CTI Server: For computer-telephony integration
- IVR Server: For interactive voice response systems
- Web Server: To support the center's website operation for internet users
- SMS Server: To support the SMS system for text message users
- Recording Server: To record, manage, and retrieve call recordings
- Digital Programmable Switching Equipment: To distribute incoming calls to service seats
- Community Service Business Application Server: To integrate and process various business applications
- Database Server: To store various data and information

2.4.2 Front and Back Office Network Connection The front and back office network connection is shown in Figure 2 [Figure 2: see original paper]. The entire network interconnection scheme adopts a fully redundant three-layer network structure to ensure stable and secure communication between the back office supervision and command center, information center IP phone seats, management terminals, and the front office acceptance center.

2.4.3 Call Access Subsystem Design The call access subsystem should incorporate the latest technological developments and reflect current market business trends, providing rich and flexible business functions. The platform features the following characteristics in its operations: good scalability to flexibly configure the number of seats according to development requirements and provide remote seat access; good management adaptability with comprehensive operational support management functions; good business adaptability offering consultation, inquiry, acceptance, complaint handling, fax services, SMS services, and automatic outbound calling (proactive services); and good access adaptability supporting traditional voice, VOIP, WEBCALL, EMAIL services, as well as both digital and analog telephone functions for seats.

2.4.4 Back Office Management System Design The back office management system design involves establishing a unified generalized platform to handle numerous work affairs within an integrated information management framework. The back office management system includes an information management portal, SMS sending and receiving system, duty management system, non-emergency assistance service system, comprehensive evaluation and analysis system, and regulatory knowledge base system.

The information management portal serves as a window for managers such as supervisors and team leaders, establishing a multi-level information sharing and object-oriented work desktop to address unified multi-system integration and information sharing issues. The SMS sending and receiving system conveniently and quickly notifies parties of the latest information and can automatically send messages to designated group numbers during major or emergencies to achieve proactive service. The duty management system allows duty personnel to log in and handle various business demands for business management. The non-emergency assistance service system accepts and coordinates various consultation, appeal, and assistance matters raised by the public to the government. The comprehensive evaluation and analysis system, as one of the core components of the entire information management platform, conducts assessment and evaluation of all aspects of public service management. The regulatory knowledge base system allows front office staff to query an open knowledge base to respond to citizen inquiries and calls, while front office managers use the specialized regulatory knowledge base system to collect, organize, store, and query various electronic documents accumulated in daily work.

3. Regional Information Service Development

3.1 Overview

The Xiaogan 96580 Domestic Service Network System project officially launched in March 2012 and was successfully accepted by the Hubei Provincial Department of Commerce and Department of Finance leadership and expert panel in August 2012. As an advanced model, it was promoted throughout the province. The successful construction of the system has further strengthened the group's technological, talent, and equipment advantages, laying a solid foundation for Xiaogan Daily Media Group to further develop regional information services in Xiaogan.

3.2 Community Service Hotline Platform

In May 2013, in cooperation with civil affairs departments, the group constructed the Xiaogan 96580 Community Service Hotline Platform. Using the internet and telephone as access methods, the platform creates community information services supported by government public services, social welfare services, and convenient services for residents. Through the community service website and hotline call center, the platform provides comprehensive, one-stop services to community residents around the clock, enabling them to enjoy rich and quality community services without leaving home. Meanwhile, the platform supervises and evaluates community service quality to promote continuous improvement.

3.3 Home-Based Elderly Care Service Platform

Following the launch of the Xiaogan 96580 Domestic Service Platform and Xiaogan 96580 Community Hotline Platform, the group began serving elderly people in cooperation with civil affairs and aging committees. Building on this foundation, from September to November 2014, the group successfully applied for the Ministry of Commerce's health and elderly care pilot project to further construct the Xiaogan 96580 Elderly Care Service Platform. Through the home-based elderly care service website and hotline call center, the platform provides more attentive, comprehensive, and high-quality elderly care services to local seniors. Simultaneously, through platform supervision and evaluation, it promotes the improvement of the elderly care service system and service quality.

3.4 Smart Elderly Care and Entrepreneurship Information Service Platform

In 2015, the group successfully secured the Xiaogan Smart Elderly Care and Laid-Off Entrepreneurship Information Service Platform construction project. Through the service website and hotline call center, the platform further cooperates with street communities to provide smart elderly care information services to local seniors and entrepreneurship information services to laid-off workers. Currently, the platform project is being gradually implemented.

4. Conclusion

By grounding our efforts in local and newspaper realities, leveraging the newspaper's brand advantages, hardware advantages, and network platform advantages, we have achieved the Xiaogan 96580 Domestic Service Platform, Xiaogan 96580 Community Hotline Platform, and other projects, realizing both social and economic benefits. Moving forward, we will continue to leverage the newspaper's various advantages, use information network technology as support, and seize the opportunities presented by the "Smart Xiaogan" and "Information Xiaogan" initiatives to further build a regional information service platform serving the local community, promoting cultural industry development and the scientific and leapfrog development of the newspaper.

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Note: Figure translations are in progress. See original paper for figures.

Source: ChinaXiv — Machine translation. Verify with original.