

MODERN WAYS TO IMPROVE LOGISTICS CUSTOMER SERVICE

Vasylenko A.E., Zhigula S.I.

*National Aviation University, Kyiv
Supervisor– Karpun O.V., PhD in Economics, Associate Professor*

Key words: customer service, good customer service, logistics customer service, improvement of logistics customer service

Neither company can exist without customer service. Customer Service is the support which the company provides to customers before and after purchase. The aim is to bring more value than the core service that customers need and bring the most satisfaction to customers. The support goes far beyond the capabilities of the call center operator, available through e-mail, chat on the website or in the application, in messengers and social networks. Often, support works around the clock – a customer can ask a question at any time and in any way he likes, and he will receive an answer.

A good customer service in logistics depends on good communication, timely and damage free deliveries. And efficient customer service in logistics helps the logistics chain to operate well, to the best of its capabilities. Providing good customer service and communications as part of the logistics services is essential to the success of the business. It is important to support customers equally well across all channels – any mistake can be fatal. In order to effectively improve the quality of service, make happiness of customer and customer satisfaction the main goal. According to research from MIT Sloan, users really take the quality of support to heart:

- 92% want to be treated with respect;
- 76% expect the problem will not recur;
- 74% are waiting for an explanation of why this happened;
- 63% want to express whatever they think;
- 62% are waiting for an apology [1].

The following factors are the most important for customer service in logistics:

1. Time. For today's life, time is always the most important factor. Therefore, in logistics customer service, time is an extremely important factor to create customer satisfaction. Not only for the logistics industry but for any industry, the shorter time customer receives the product, the more satisfied the customer will be.

2. Reliability. This is an indispensable factor for customer service in logistics. For reliability, the brand will always be the most important factor for customers. If the brand of service that company provides is more reliable, then customer service has the opportunity to satisfy larger customers.

3. Price. The price competition has never cooled down in the market today. Especially when customers always like cheaper products, or rather, there is a price that suits their needs. If logistics service can provide the same items, same quality (or higher quality) but with cheaper prices, obviously, the company will have a huge advantage.

4. Flexibility. Flexibility is the ability to flexibly deliver products according to customers' needs. Currently, customers always want to use products that can solve their problems. Therefore, if possible, always customize the product so that it can best suit customer needs.

For making the customer service better it is important to make the support for clients omnichannel. It is more convenient for someone to call and discuss all questions by phone. Others will prefer to describe their problem in detail in an email and wait for a detailed response. Still others are waiting for an immediate response in the messenger. It is important to provide support across all the channels customers may use, and aerobatics is to make the support omnichannel. In this case, the client who contacted the operator in the chat can clarify the answer by phone or ask for a report by mail. And in any channel, his request will be understood and fulfilled.

The another important step in customer service is to choose the right tools in order to make sure that operators are equipped with all the software they need to find the information they need quickly, make quick decisions, and coordinate multiple channels and conversations at the same time. A convenient platform will allow the operators to respond quickly to everything. Customers want to be heard, cared for and understood. Taking very personal notes is not a good idea, because the other person can get confused in the operator's notes. There is no perfect solution when it comes to Customer Service. But there are surefire ways to make customers feel that the company cares about its clients, these ways are the following:

- introduce a focus on customer happiness across all teams;
- plan the complete customer journey and prepare for the most common challenges along the way;
- set goals and KPIs for the support team;
- provide the team with a convenient internal service;
- collect feedback and make adjustments based on it [1].

In addition, customers can be a source of ideas for the growth of the company – support works closely with customers and knows best what problems they have and what changes to the product can improve their user experience [2].

Simply put, good customer service comes down to showing respect for customers and their wants and needs. Greet company's customers by name for a more personalized experience, and show that company is willing to adapt as far as it can to meet the needs of a customer. Respecting them and their time and schedules shows that company cares more about the clients and business as a whole than simply bringing in cash. Customers want convenience, especially in the fast-paced world we live in, and customer service is one of the best ways to show that you are catering to this want as much as you can.

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