

## THEORETICAL PRINCIPLES OF LOGISTICS CUSTOMER SERVICE

**Melnykova K.V.**

Candidate of Economic Sciences,  
Senior Lecturer at Department of Economics,  
Business Management and Logistics,  
Simon Kuznets Kharkiv National University of Economics

The article is devoted to topical issues of the definition of logistics services. Logistics services – operations of goods, information and financial flows that ensure maximum satisfaction of consumer demand in the management of logistics flows, match a criterion of optimal logistics costs and provide the company a competitive advantage.

Analysed and systematized the principles underlying the formation of the system of logistics customer service.

The main methodological principles of logistics of customer service principles include: consistency of information, resources, technical, human, financial and other characteristics of the service system; stability of the system; total system approach; optimization, integration and coordination of logistics processes; control over the level of customer service; adaptability of the system.

The sequence of actions that allow forming the system of logistic service and indicators that influence the choice of consumers for the provision of logistics services are considered. Procedure allowing to form the system of logistic service: market segmentation based on consumer character-

istics and needs of individual customers logistics services; evaluation of logistics and resource potential of the enterprise; definition of sourcing of customer service; determining the list of the most important services; organization of staffing; definition of service standards for certain market segments; determination of the level of service needed to ensure the competitiveness of the system; elements of cost analysis services; organization of logistical and information support; choice of tactics for effective service with general maintenance costs; adjusting the elements of logistics services based on consumer demand; establishment of feedback from users of services.

Most companies realize that by optimizing logistics and improving customer service it is possible to increase revenues, attract new customers, improve the image of businesses and ultimately increase their competitive advantage. To achieve a high level of logistics service is possible by using in its activities the principles underlying the operation of logistics service of consumers in developed countries.