

STANDARDS OF CUSTOMER SERVICE IN SUPPLY CHAIN - CASE STUDY

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Abstract

The article is devoted to customer service in the supply chain. Dynamic changing market conditions and trends in supply chains force the improvement of customer service. The first part presents the definition of customer service and supply chain. The article presents selected standards of customer service on the example of the automotive industry. The essence of customer service manufacturer of automotive components is the need to fulfill the requirements of car manufacturers. The main factors of customer service in this company are such elements as; time, reliability, communication, convenience. The aim of this article is to present the elements of customer service for example automotive components manufacturer. In the analyzed elements of the supply chain, customer service is understood as the ability to meet customer needs, particularly as to time and place ordered supplies. The results of this article may be useful to anyone who wishes to use the service of the company and looking for its evaluation.

Keywords: Customer, customer service, supply chain, competition, logistics customer service

Introduction: The article is devoted to customer service in the supply chain. Dynamic changing market conditions and trends in supply chains force the improvement of customer service. The article presents selected standards of customer service on the example of the automotive industry. The essence of customer service manufacturer of automotive components is the need to fulfill the requirements of car manufacturers.

Materials and methods: The paper is based on the available recent scientific-theoretical research and publication. The author analyzed 1 enterprise in automotive industry. The author used case study to show the most important standards of customer service in this company

Conclusion: The case study clearly show that customer service standards are very important for automotive producer. Selected standards about customer service brings some benefits.

1. INTRODUCTION

The evolution of views on customer service indicates, how far-reaching were the development processes of enterprises in the direction of providing customers with the highest value. Development of business in changing environmental conditions causes the constant improvement of service standards for more demanding customer. Customer service is carried out in all the cells, levels of the supply chain, each of the participants creates value for the customer. The concept of effective customer service in the supply chain is focused on two basis: on the demand side and the supply side with the demand should ensure and focus on the client, which represent the orientation of marketing and supply side represents the interests of logistics channel related to the replenishment of inventories and production.

The consequence of such assumptions, customer service helps increase the opportunistic behavior of the chain and also allows to maintain good relations between the partners, meaning that the nature of competition can change in a partnership and cooperation [1]. Partnerships chain of participants are consistent with the idea of customer service, which result is to create and deliver value to the customer. The article presents the standards of customer service on the example of companies in the automotive industry.

2. CUSTOMER SERVICE STANDARDS IN THE SUPPLY CHAIN

Cooperation and partnership of participants in the chain will lead to a situation that customers get the need product. At this stage consideration to pay attention to the concept of integration of logistics and supply chain. According to the idea of logistics and marketing, which in turn is engaged in manufacturing and its auxiliary processes, and marketing cares about customer satisfaction. The elements of customer service are both logistics and marketing activities, where cooperation in the chain translates into customer satisfaction. Logistics and marketing determining factors for the customer in the supply chain are [2]:

- Availability of supply the products
- Order processing factors
- The adequacy and reliability of supply
- Limitations associated with the size of the order
- The convenience of ordering
- The speed and flexibility of supply
- Information related to the state orders
- Contacts with the seller / supplier
- Billing procedures and their accuracy
- The status of the products at the time of collection
- Condition of the products upon receipt
- Complaints procedure
- Compatibility loading systems
- Tips in the absence of product in stock
- Confirmation of orders
- Competence seller
- Monitoring the level of inventories at the customer
- Interest in the customer's needs and monitor their needs
- Quality of packaging and wrapping
- Logistics consulting

Providing customers with the benefits and values through cooperation and joint implementation of elements of customer service seems to be the way to the success of the supply chain. It can be said that once the chains make up the value for the customer, supply chains compete among themselves, and not the company that if the chain to efficiently support customers, you will benefit from this all, both the client and partners of the supply chain.

Competing among the supply chains very important is a high level of customer service, which affects the increase in sales, an increase in performance and a better competitive position. Customer service in today's market economy is seen not only as a basis for building a competitive advantage, but also as an element of improving cooperation in the distribution channel [3].

Reaching the high level of customer service through the implementation of appropriate standards requires the inclusion of all chain participants to work together on the basis of detailed information of the selling points, sent to the accepted computer standards. And thanks to information (one of the basic types of streams in the supply chain, in addition to products and cash), possible is to effectively analyze the market, planning of production

processes, preparation of promotional activities, more efficient use of distribution channels through the raise service levels while reducing inventory and costs [4].

The elements of customer service (so as time, reliability, communication, convenience) are considered to create a reasonable and effective customer service program while the measures of customer service will respond to questions as customer service has been implemented in the supply chain, enterprise or branch of the market. Measures of customer service are constructed in different ways, depending on the segment where the level of service it will be measured. The evaluation of customer service measurements in the supply chain evaluation are formulated from the point of view of the customer and are as follows [5]:

- Orders received punctual (on time)
- Orders processed completely
- Orders received without any damage
- Order carefully executed
- Order the exact invoiced

The system measures the level of customer service should have the following issues [6]:

- the primary task of the meter is recording events in the distribution chain, on the basis of which to assess the level of customer service,
- the registration functions should rapidly transform the functions of assessment costs (important is the art of assessing measures from the point of view of costs, which will allow an objective interpretation of the results)
- a set of indicators should provide the necessary information to develop a strategy in the field of distribution,
- system measures should be closely connected with the adopted cycle of order fulfillment.

Why customer service is so important in supply chain; customer is driving force of the supply chain, customer needs are diverse, customers require the timely execution of orders flexibility. These standards must be respected by all supply chain. The challenge of customer service in supply chain are trends of development.

Assumptions in regards to the customer service in the supply chain, allow precise evaluation both from the point of view of costs generated and also performance.

3. THE STANDARDS OF CUSTOMER SERVICE ON THE EXAMPLE OF THE AUTOMOTIVE PRODUCER - A CASE STUDY

The company is one of the world's leading manufacturers of automotive components. For the company customer service standards are very important. The case study show the customer service standards in selected parts of the supply chain in automotive industry. Provided that the requirements of customers are high level of coordination of orders, material supply and production optimization

Supply chain manufacturer of automotive components is oriented towards achieving a high level of efficiency according to the Kaizen. Objectives and areas of continuous improvement resulting from "lean culture" are about to more efficient layout of the surface, maximum utilization and optimize material flows. At the level of product design the company receives from its customers procurement programs for a period of 5-6 years. The main key role in the supply chain that manufacturer create the automakers. Factors of customer service of manufacturer components are shown on the table [7] (**Table 1**, Factors of customer service on the example of automotive components manufacturer).

Table 1 Factors of customer service on the example of automotive components manufacturer

Factores	Description	Implementation on the example of Automotive producer
Time	<ul style="list-style-type: none"> - Time of transfer orders - Development time orders - Time order preparation - Delivery time - Waiting time for the ordered products 	<ul style="list-style-type: none"> - Time is a strategic component of competition by the producer - Wasting of time generates high costs, which is why the company attaches great importance to timeliness, which is 99.9% and the rational use of time
Reliability	<ul style="list-style-type: none"> - Security of supply - Compliance with the order of delivery 	<ul style="list-style-type: none"> - Through 5S and Kaizen, the company guarantees a high level of reliability of supply - High penalties from customers for failure to meet the deadline or errors in the contract, in addition to mobilizing the company to ensure 100% supply reliability
Communication	<ul style="list-style-type: none"> - The efficiency of information flow between the supply chain - The availability of information 	<ul style="list-style-type: none"> - SAP system with suppliers and customers - Emphasis on the constant flow of information and their availability in real time
Convenience	<ul style="list-style-type: none"> - Flexibility - The ability to modify the rules of operation under the influence of external factors - Flexible delivery 	<ul style="list-style-type: none"> - The customers have the ability to change the daily orders of 10 - 15% of their value in relation to the resulting sales forecast - Adapting to the needs of the customers

4. CONCLUSION

In the process of managing the customer service particularly very important are standards of its service, which goes far beyond the purchase transactions. The unique role of the information system in meeting the standards due to the guiding principles of supply chain management, which requires the need to shorten and speed up all processes at each stage of the supply chain, while maintaining the required quality of customer service. The case study clearly show that customer service standards are very important for automotive producer. Selected standards about customer service brings some benefits. For the automotive producer standards of customer service means:

- customer orientation in terms of quality, cost, service and technology
- cooperation in the supply chain to share best practices
- internal and external relationships are based on honesty, security, data exchange and integration.

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