

**MAJOR PROBLEMS OF CUSTOMER SERVICE IMPROVING**

Quality issue is one the fundamental issues in the development of any project, including e-commerce systems. If the traditional sectors of the economy gained some experience in the field of quality management, defined assessment methodology and quality standards, the e-commerce uniform quality standards are not exists yet. The West Europe has developed a number of standards describing the design process of electronic commerce systems (ISO 9294:1990, ISO 6592:1986) and analysis processes of Usability of Web-sites (ISO 9241-11 or Common Industry Format 1.1). Lack of a systematic approach to the quality of e-commerce leads to the fact that the organizations which are often involved in their creation, are not consciously use the concept of "quality" in the development of Internet projects. Customer who is poorly versed in information technologies, does not even know that his ordered resource created poorly and had a lot of errors that seemingly invisible. As a consequence, the loss of a certain amount of profit (or part of customers) that in today 's competitive environment is unacceptable for any organization.

The denouement of this problem lies in the materials of economic researches and analysis of the practical results, as well as analytical data and projections of such leaders of the largest growing sites like E. Anchishkin (Zakaz.ua), S. Ershov (5Ok, SC "Foxtrot"), A. Ivasjuk (marketing department of Allegro Group), N. Palienko (Prom.ua), V.Chechetkin (Rozetka.ua) and D. Sholomko (Google Ukraine).

The purpose of the article is to characterize the main problems of customer service improving on e-commerce market.

Despite the increasing number of Internet sales, according to Western experts, in Ukraine there is much more potential in the development of e-commerce. However, existing problems are interfere to make a powerful leap forward.

Analysis of the activities of e-shops and numerous polls of both consumers and managers of electronic stores showed that nowadays e-commerce in Ukraine faces many challenges of various kinds.

These problems can be conditionally divided into two groups: the problem of objective and subjective nature. A significant number of problems in the field of e-commerce is due to the problems of the objective character. Mostly these problems are associated with the imperfection of control, like lack of strategy of development of electronic shops, unskilled management, inadequate delivery of goods, gaps in the regulatory and legal framework, the lack of adequate financial system, insufficient use of the available online payment systems. The psychological unpreparedness of customers to purchase products via e-commerce is the problem of the subjective nature.

By and large, the main problems are:

- low level of perception of the acceptability of making a purchase via the Internet (as in the minds of the mass buyer buying online is convenient and acceptable);
- low level of availability of the Internet as such;
- lack of convenient means of payment;
- lack of a legal base in the shopping cart;
- lack of convenient and relatively inexpensive ways to deliver the goods to the consumer.

For the potential customer it is much easier to leave the online shops than the real stores. The desire to keep the visitor determines the high level of competition and service offered in virtual shops. At the same time, features of contact with the buyer lead to fundamentally difference in the service provided by a real shop and online store.

The technical side of e-commerce is still under development. Not all companies that are present in this market, lent by a full range of services, including the possibility of obtaining complete information about products and services, and the conditions of purchase and delivery, the possibility of placing an online order and payment, the possibility of tracing the progress of order fulfillment, after-sales service, a program to encourage customers, etc.

For online-buyers such services can be crucial. According to the data of online surveys, only every fifth user who is going to make a purchase on the Web, is making it firstly. Four out of five refuse to buy because of slow loading web pages, the high overhead cost of shipping, etc. Buyers are quite sensitive to such failures: about 28 % of those, who faced some problems, lay the attempt to better times. Experts believe that improving the quality of services, shops could raise revenues by about 10% [1].

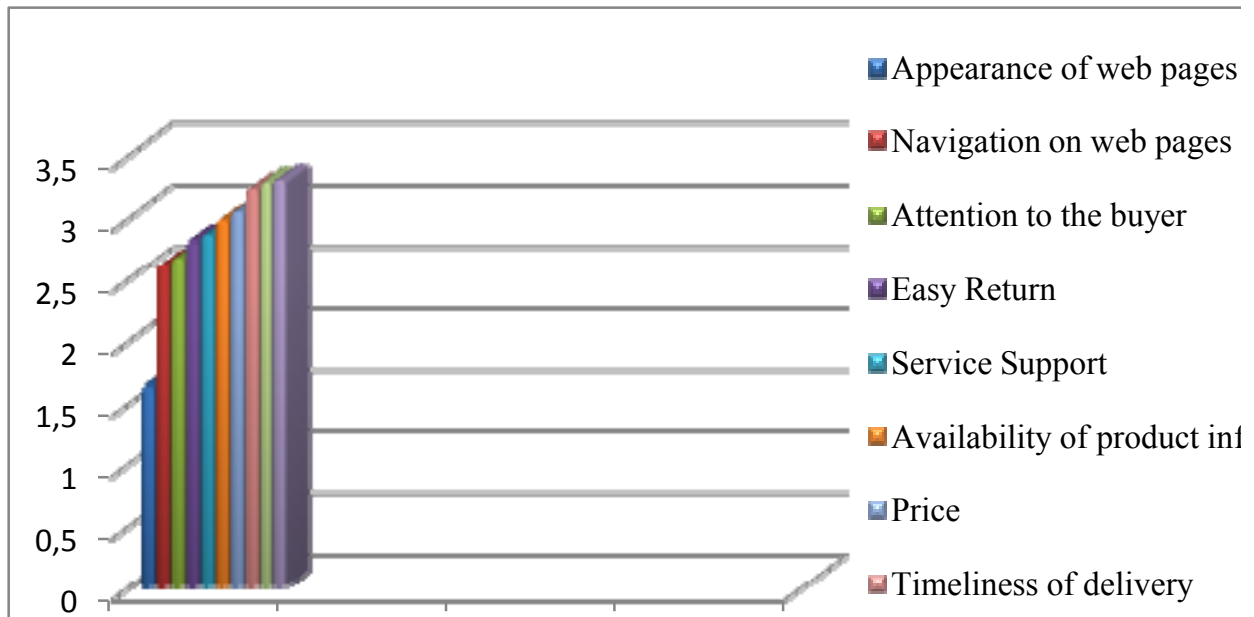


Fig. 1. The significance of the parameters of quality of service in E-commerce is estimated by online shoppers on a 5-points scale (0-4)

As can be seen from the survey, the range of goods, availability and speed of delivery are crucial to meet the interactive buyer's needs (Fig. 1). Cost of goods - only the fourth factor by significance.

Virtually anyone who has used online shopping, is familiar with the situation, when the product is good and the payment card is near, and there are sufficient funds on it, and even there is the determination to purchase the product, but, nevertheless, the purchase was failed. In some cases, a bad input multiple payment card numbers or insulting high shipping costs could be the reason of it. Or maybe just the site fell down into the most inopportune moment.

There are at least seven reasons that make potential customers to flee in terror from your site. If you really want to keep people on your site and use it to buy the products, you should take note of this information and avoid these common mistakes.

1. Your website is too slow. According to the research of Compuware, every 2 seconds of extra loading of web-site increase the failure rate to 8%. And it is easy to explain the reason of it. No one wants to waste time waiting for downloads.

Unfortunately, there are many reasons why your site is loading very slowly. So Steve (Steve Tack), CTO of Compuware, said that many e-commerce sites are overloaded with additional plug-ins like Facebook, Twitter and ad networks - all of which can slow down the download process of web-site. Another reason is the use of cloud platforms. If you use a content delivery network (CDN), your site may loads to slow, if your service provider has problems.

2. Your site is too complicated. If you demand from consumers to make more than five steps to buy something on your site, then you are asking too much. Compuware recommends such a structure of the resource:

- Home / Page "Basket"
- Section with billing information
- Section with information about sending
- Payment module
- Confirmation Page / Page with gratitude

3. Your system of bank cards receiving is an existent punishment for the user. Use the following advice from an Oatmeal web-site about input fields of credit card. You know, that the most annoying situation is when you entering the name, address, 16-digit credit card number and three-digit security code, and then start all over again because you forgot to enter your zip code. Furthermore, if most of your customers are, for example, from Russia, then why not put the name of the country in the first place in the drop-down list, and in alphabetical order?

Sucharita Mulpuru, an analyst at Forrester Research, said that there is a standard sequence to provide information about bank cards. If you change places, for example, input fields of the card number and its

expiration, the users may enter the wrong information, because they are used to make the data in a particular sequence. "Stick to industry standards," - says Mulpuru.

4. You assign too high a price for delivery. Mulpuru says that if you have shipping costs more than 10% of the total cost of purchased goods, then you are behind the curve. "This will likely significantly reduce their sales," - she says. "Buyers do not want to spend what they have saved while making a purchase from the online store for delivery of the goods."

5. You are overly focused on customers with mobile devices. The fact that a potential customer visits your site from his iPad, does not necessarily mean that he is interested in downloading your iPad-App. "Do not overdo the use of mobile applications," - says Mulpuru. "As long as there is no obvious value applications for users, most of them will think: 'Why do I need this bother?'" Alternatively, just optimize your site for viewing on tablets.

6. Your site does not work correctly in some browsers. You, perhaps, are a fan of Google Chrome, but there are a lot of people in the world who use older versions of Internet Explorer. Have you checked your site's performance in other browsers? "Many sites do not quite work correctly in different browsers," - says Mulpuru – that is why customers abandon them."

7. You annoy your customers with unnecessary proposals. So, finally the transaction took place. Buyer has demonstrated that he is interested in your products. You, of course, drew the conclusion that he could buy something else from you in the future. Why not please the customer with great deals?

Mulpuru recalls that after she bought the bed from the online store, the retailer began to besiege her proposal entitled "Other bed." Of course, the offers to purchase pillows or linen would make sense in this case, but to offer a bed that I already bought, and the need for which has disappeared for the next five or ten years, pretty stupid. [2].

Thus, analyzing the social surveys about the quality of customer service of online stores and e-commerce market in general, we can identify the key issues that caused the abandonment of purchase, leaving the site or negative comments about it.

Therefore, managers of sites are paying increasing attention to the practical methods for improving the quality of customer service. Some of them are to involve IT outsourcing, to improve service companies working in the field of e-commerce, interactive communication as a tool for education of loyal customers, as well as upgrading the site as a key method to improve the quality of customer service e-commerce market.

Outsourcing has become a major factor in today's business as a result of sudden changes in the used technology. Managers are still trying to maximize the competitiveness of their organization.

The results of a survey conducted by Commerce.net and ClientReps.com companies, showed that 73% of e-commerce businesses in the world, currently used remote service outsourcing model or plan to use it in the near future [3].

Also, if you have evangelists for your products and services - you have the best customers. Interactivity suggests that you can reach unimaginable heights with a critical mass of evangelists. Apple and Amazon are strong evidence of this. So if you want to increase the number of evangelists who will remain loyal to you, you should comply with three major steps.

First of all, you should learn your buyers as deep as possible. This is the only and the most important activity you can use to significantly expand the market. Conduct qualitative interviews with your current customers, prospective customers and even clients of your competitors.

When you get your consumer understanding, you use this knowledge to create a simple but emotional language of marketing oriented consumer lifestyle. No matter what exactly you're doing, but you are involved in the business of improving the quality of people's lives.

Also you need the appropriate channels for access to his client. Below there is a list of good, but perhaps forgotten ways of communication:

- A long list of clients. Names, addresses, phone numbers, email addresses.
- A long list of clients of your competitors. If you have made a good list, you can communicate directly with the audience of another market.
- Strong relationships with proven media: bloggers, authors, editors, project managers, etc.
- Social Media.
- Package of your product.

Guidelines for use of the product is the quite useless thing. This guide should be filled with stories of success, how the different features and qualities of your product or service have improved the lives of real people. [4].

## ***ЭКОНОМИКА ПРЕДПРИЯТИЙ***

Finally, upgrading the site is a key method to improve the quality of customer service in e-commerce market. Successful e-commerce website should have some aspects: information about the product, methods of making the reservation, payment methods, trading basket with the calculation of taxes, guarantees, privacy policy, and security.

The above aspects will give you the opportunity to avoid common mistakes while creating e-commerce site and focus on selling products. Thus, the clever use of provided methods, which are mentioned above will help to solve a number of problems of quality customer service and bring systems of e-commerce service to a new, higher level.

### Literatura

1. Салливан И. О пользе аутсорсинга в электронной коммерции. – [Электронный ресурс]. – Режим доступа: [Http://www.pcweek.ru/year1998/N4/CP1251/Internet/chapt3.htm](http://www.pcweek.ru/year1998/N4/CP1251/Internet/chapt3.htm)
2. Алдерс Р. ИТ-аутсорсинг / Р. Алдерс. – М.: Альпина Бизнес Букс, 2005. – 300с.
3. Козье Д. Электронная коммерция / Д. Козье.– М.: Русская редакция, 2006. – 364с.
4. Сигел Д. Шаги в будущее. Стратегия в эпоху электронного бизнеса / Д. Сигел. – М.: Олимпия-Бизнес, 2006. – 275с.