

WAYS OF IMPROVING SERVICE QUALITY IN NETWORK RETAIL

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The article examines the ways to increase the efficiency of the retail network by involving consumers in making purchases in retail stores and a high level of their loyalty as a determining factor in the growth of turnover in the conditions of martial law. Methods of assessing the quality of service in trade enterprises have been established depending on the specifics of their activity and the degree of adaptation to changes in the external environment for the purposes of attracting and maintaining consumer loyalty. General trends in the development of modern retail, features of the sales funnel are considered.

The most influential factors on the organization of business entities in the field of trade are identified, in particular: digitization of trade and technological processes and customer retention thanks to artificial intelligence; expansion of the virtual trading space and automation of internal processes; personalization of customer service. The identification of modern trends in the development of trade determines the needs of consumers, their behavior, and the choice of a sales system at a particular enterprise.

It has been established that the use of generally accepted approaches to the formation of the sales funnel in the practice of trade enterprises allows to increase the volume of sales of goods and the level of profitability of the activity. According to this approach, the tasks of the staff are determined in relation to interaction with customers, focusing on their motivation to make a purchase.

A study of the degree of consumer satisfaction was carried out and the level of service was determined for the purposes of further choosing the model of motivation of sales staff in the chain of stores «Yves Rocher» using the Mystery Shopping method. To calculate the level of service, a questionnaire developed by Yves Rocher was used, consisting of the following blocks: general impressions; subjective impressions; evaluation of sales processes; working with objections; assessment of the work of cashiers and external factors.

The point system and evaluation method were defined. Based on the Harrington scale, a modified mystery shopper evaluation matrix was developed. The characteristics of each evaluation are highlighted to clarify the degree of performance of functional duties by personnel and to identify key areas of improvement. The level of service was established for seventeen stores of the Yves Rocher chain, with information on the subjective impression of a mystery shopper from a visit to the stores, which was evaluated on a ten-point scale. Based on the results of the Mystery Shopping evaluation, it was found that 6 stores have an excellent level of service, 4 are satisfactory, and 5 are acceptable.

The conducted studies are of a universal nature, and the involved approaches can be used by retail enterprises to identify reserves for improving the level of service quality.

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