## ეფექტური მომსახურების მნიშვნელობა კერძო სტრუქტურისთვის The importance of effective service for private structure

თამარ კანაშვილი - დოქტორანტი, საქართველოს ტექნიკური უნივერსიტეტი ტატიანა ლიპაი - პროფესორი განათლების განვითარების ინსტიტუტი (მინსკი) ტატიანა ბიელსკა - ასისტენტ პროფესორი ურბანული ეკონომიკის ეროვნული უნივერსიტეტი (ხარკოვი)

> Tamar Kanashvili – PHD Student Georgian Technical University Tatyana Lipai - Professor Institute for the Development of Education (Minsk) Tetiana Bielska - Associate Professor National University of Urban Economy (Kharkiv)

## Abstracts-Theses

- According to the World Trade Organization (WTO), the service on the international market is divided into 12 sectors. By the Zendesk's Benchmark survey, which has been conducted in 2013 in 125 countries and 16,000 companies in the world of services- has revealed the best countries with its customer service such as: New Zealand 92%; Canada is 91%; Australia 89%; Norway 89%; Denmark 89%; UK 87%; Czech Republic 87%; Finland 86%; Russia 86%; Mexico 85%.
- Attracting a new buyer for companies is more expensive than to sustain current consumer. Consequently, one of the strong strategy for the business sector could be considered maintains of existing customers.
- 3. Modern technologies play a huge role in the effective customer service process. With the development of long-term lucrative relationships with customers, the information system is designed to provide users with the maximum information and the right decision. The information which consists data on customers system is known as CRM, or Customer

Relationship Management. Technological evolution and the use of this system has involved financial, sales, contacts data and other information and have been able to present an integrated image (ERP - Enterprise Resource Planning).

- 4. Effective customer service and its systemic improvement is crucial for the business sector in order to keep customers in the market and increase the profitable in terms of competition.
- 5. By research, the customer is ready to pay 12-15% more for the better customer service (for own comfort). As a result, it is evident how an effective could be an orientation on high customer service and on high quality.

## Literature:

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