

Logistics services:

11. Quality of provided services

Metodický koncept k efektivní podpoře klíčových odborných kompetencí s využitím cizího jazyka ATCZ62 - CLIL jako výuková strategie na vysoké škole



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Customer service

Customer service is defined as a measure of how well the logistics system works in terms of generating the utility values through time and space with a focus on external customers.

Customer Service Components:

- Pre-sale,
- Sale,
- After-sale.

Quality

Quality is an essential determinant that distinguishes objects or phenomena from other objects or phenomena, expressing the sum of properties (attributes) that cannot be separated from the object or phenomenon.

Provided services quality

The quality extent of each process, even transportation of goods by road freight transport or transportation of passengers by public passenger transport, is a sum of its features (attributes), which are demonstrated by its functionality in real time. These features include reliability, accuracy, flexibility, safety, minimization of environmental impact and others.

Demand for transportation is a demand derived from demand for products, substrates, products of general and specific consumption.

Factors influencing the quality of transportation process can be divided into two groups:

- 1. Subjective factors - they can be influenced (affected),**
- 2. Objective factors - they cannot be influenced.**

General procedure to implement the measurement and evaluation of transportation quality:

- A) Defining the quality characters
- B) Allocation of points, or point span to individual quality characters
- C) Determining the weight of importance of quality characters
- D) Ideal scoring of quality characters
- E) Specifying the ideal score of quality characters
- F) Determining the ideal value of transportation quality
- G) Scoring the quality characteristics of particular transportation in terms of their fulfillment
- H) Determining the actual score of quality characters for particular transportation
- I) Determining the transportation quality value
- J) Comparing the ideal value of transportation quality and the quality of particular transportation
- K) Conclusions
- L) Graphical representation of quality values of realized transportations

Methods of determining the weighting criteria:

- A) the Pairwise comparison method
- B) 100-point allocation method
- C) the Method of determining the preferential order of the criteria
- D) Saaty's method
- E) the Progressive weighting method
- F) other methods (especially multi-criteria analysis methods)

Methods of comprehensive evaluation of services quality (transportation:

- A) 100-point Indexing methods,
- B) Method of complex utility function,
- C) Methods of determining the value (utility) of alternatives,
- D) other methods (multi-criteria analysis methods - AHP, WSA, PRIAM, TOPSIS, ELECTRE).