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QUALITY ASSURANCE OF LOGISTIC SERVICE OF VEHICLE STATION DEALERS

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For modern automotive companies, the range of services provided to consumers in the supply chain system becomes crucial competitiveness factor. The importance of this factor increases and becomes particularly acute in conditions of instability of the global economy, complications of cooperative production relations caused by the introduction of foreign economic sanctions, as well as irregularity in the sales activities of automakers due to lower levels real solvency of potential consumers of products.

In the process of choosing a new car, modern consumers of branded dealership servicescenters of various automakers are exhibiting self-qualified experts, comparing competing offers on the key criterion is total cost of ownership car throughout his life cycle covering the costs of maintaining the operational and consumer properties of the car at a high quality level. Directly the price of the car is currently only the basic component of this cost, which is complemented by the cost conditions of its operation and updates. Pre-sale and after-sales service becomes, on the one hand, integral elements of service and sales activities of car manufacturers, and on the other - a key consumer criteria for brand selection and evaluation quality activities of an automobile company in in relation to the end customer

J. Ferney, S. Ferney, C. Moore [1] express a confident opinion that in modern conditions packaging, services, advertising, consultations, etc. are perceived both by the company and by buyers of its products as an indispensable element of an expanded product company. This statement quite fits into the modern concept of the concept of logistics service, which, for example, is defined by a number of authors as a complex of services and work on servicing the material flow in the sphere of circulation and operation and related information and financial flow services [2]. The above definitions consider the concept of logistics service quite broadly. However, it should be clarified that the composition of the functions performed within the framework of service logistics may differ in detail in the operation of specific logistics systems.

Sometimes it is suggested that among the criteria of the quality of the logistic service to highlight the criterion of functional quality, taking into account the nomenclature, or a set of services. In our opinion, on the one hand, this characterizes the functional breadth of the services provided, but on the other hand, it cannot serve as a criterion for their quality.

In this regard, the goal of our research is to determine the functional complex of services in the system of service and sales logistics of a car company, which determines the necessary level of quality of logistics service in the process of servicing customers of branded dealerships by satisfying their needs for a full range of services at all stages of the car's life cycle. It is worth noting that the increasing importance of logistics services in the framework of pre- and after-sales service of automobiles is due to the manifestation of stable objective trends. The main of them, in our opinion, are: - complication of the design of automobiles and, as a result, an increase in the need for repair and maintenance work by qualified specialists from authorized auto repair centers; - acceleration of the moral aging of cars, which necessitates their modernization in the operational period on the basis of permits for the automaker and under his control; - toughening the competitive conditions for the functioning of the branded service and sales network, in which competitive advantages are created by expanding the range of logistics services offered; - increasing international and national requirements for ensuring the environmental safety of the car at all stages of its life cycle.

Based on the foregoing, it can be concluded that in the branded service and sales network of a modern automobile company, in order to meet the quality criterion for the assortment volume of the services provided, it is mandatory to perform four types of functional activities:

1. Pre-sale services, to which we consider it necessary to include informational preparation of the regional market on planned deliveries and features of new products, delivery and acceptance of cars, as well as pre-sale preparation. In the case of already well-known car models, the after-sales service excludes information preparation.

2. Car sales, which includes conducting pre-sale consultations, directly transferring the car to the client's property and its paperwork, conducting consultations on the technical features and operating conditions of the car.

3. After-sales maintenance, which takes most of the time a car is serviced in the company's service network at the stage of technical operation of the car in accordance with the established conditions and restrictions of the manufacturer. It includes the performance of routine maintenance, warranty and post-warranty repairs, as well as forced (on the initiative and instructions of the automaker) and voluntary modernization of the car.

4. Disposal of vehicles that are out of service by organizing the collection of vehicles, documenting the disposal procedure, preparing the vehicles for recycling and delivering them to recycling centers.

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