

# Service Technology in Enterprises

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**Abstract:** This article reveals the essence of the service process in service activities organizations. It analyzes the service activities and ways to improve the work of enterprises in the service sector. Examples of the application of after-sales service at service enterprises are given. The main features of improving the organization of the enterprise.

**Key words:** service activity, service maintenance, improvement, enterprise.

## I. INTRODUCTION

Foreign practice of managing enterprises that have achieved significant success in business, among the many management methods used, uses the organization of customer service for goods and services. Improving the service can allow an industrial or commercial enterprise to increase, and sometimes, to a large extent, the attractiveness of the products that it offers on the market. A clear and proper organization of the production of services creates the conditions for a rational and efficient organization of public services. In turn, the successful operation of the production links of an enterprise largely depends on the level of public services. The better the service is organized, the more willingly and regularly the customer turns to the services of the given enterprise - and this is one of the most important conditions ensuring the rational organization of the service production process, and in general conditions ensuring the competitiveness of service enterprises.

An insufficient level of service, regardless of whether it is carried out by a manufacturer or by someone else, facilitates the penetration of new competitors, when evaluating products which take into account not only the price and appearance of the goods, but also the quality and volume of after-sales service.

## II. PROPOSED METHODOLOGY

The experience of modern researchers (N. Yu. Arbutova, R.V. Kotunov, M. B. Ponyavina) shows that one of the factors to increase the competitiveness of a service enterprise is to improve the quality of service. Each company seeks to maintain its position in the market, to win a certain segment of consumers, to form customer loyalty to the company. It is impossible to do without quality service. This circumstance caused a problem in solving this problem [7].

**Revised Manuscript Received on February 28, 2020.**

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### A. Block Diagram

A widespread type of activity of almost any person is the provision of services. Providing assistance to people in everyday life, providing useful information and information, a person provides a simple service that does not require special knowledge and training.

However, in ancient times, there were people and organizations that at a high level provided complex, often expensive services that require special knowledge, professional skills and appropriate equipment.

To recall at least the characters of the novels F.M. Dostoevsky, who were engaged in the fact that they "worked" in various instances at the request of their clients, arranged weddings, anniversaries, etc. activity. But only in the twentieth century. this multifaceted activity has received the status of a professional sphere. It has become a service in the full sense of the word [5].

### B. Algorithm

Service is understood as "a special type of human activity that is aimed at satisfying the needs of a client by providing services demanded by individuals or organizations" 1. This is the general definition of a service in which key concepts are used: activity, need, service.

Explain in more detail what a service is and in what forms it can be implemented, possibly by revealing the content of these concepts [1].

Service activity is a type of activity aimed at meeting the needs of people through the provision of individual services. Service activities are carried out by both individual entrepreneurs and service organizations and enterprises. The result of their work is a service. F. Kotler gives the following definition of the concept of "service": A service is any activity or benefit that one party can offer the other [4].

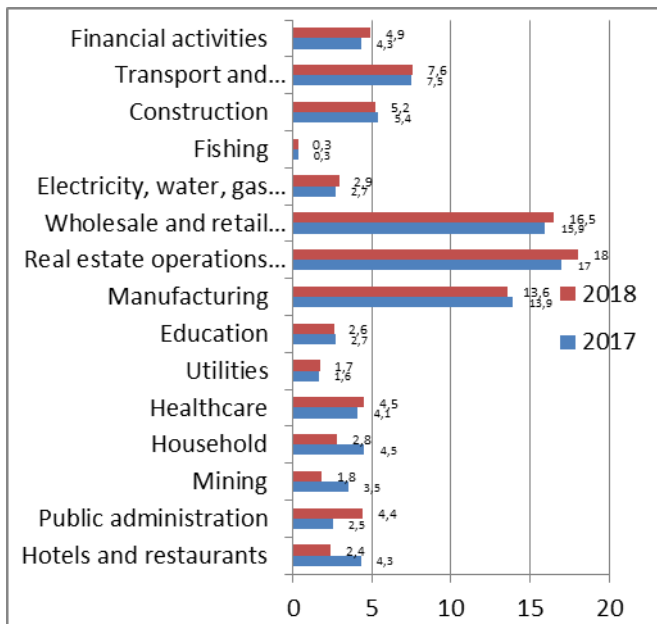
At the present stage, service has become a limitless sphere of human activity. In the economies of industrialized countries, more than 70% of the population are participants in the services market.

The service sector is a fast-growing industry. It performs the same functions as industry, namely, creating jobs, securing budget revenues, and attracting investment in the economy [9].

### C. Flow Chart

According to experts, already in 2019 the volume of services provided at a cost exceeds the volume of sales of goods. From the materials of the World Tourism Organization it follows that one of the 15-17 jobs in the world relates to the service sector.

According to WTO expert estimates, about 260 million people are employed in the service sector, which is about 18% of total employment. Chart 1 shows the share of industries involved in Russia's GDP.



**Chart 1 share of industries participating in Russia's GDP in%**

The growing role of the service sector in the world and in Russia is due to significant changes in the quality of life and a certain reorientation of the personal priorities of modern people as a result of the fact that it is a unique kind of work that produces “free time” and has a direct or indirect impact on the organization of life .

Clear and proper organization of the production of services creates the conditions for rational and efficient organization of public services. In turn, the successful operation of production links of enterprises largely depends on the level of service to the population.

The better organized the service, the more willing and regular the customer turns to the services of this enterprise - and this is one of the most important conditions providing the possibility of rational organization of the process of production of services, and in general conditions, ensuring the competitiveness of service enterprises.

### III. RESULT ANALYSIS

In accordance with the international standard ISO 9000: 2000, quality is a combination of properties and characteristics of a product that give it the ability to satisfy specified or anticipated needs.

Assessing the quality of services is much more difficult than the quality of goods. After all, the consumer not only perceives the result of the service, but also becomes an accomplice in its provision.

Quite often in the literature, the SERVQUAL service quality assessment methodology is mentioned and used, which was formulated on the basis of the concept of service quality, created in 1985 by A. Parasuraman, L. Berry and V. Zeithaml. It was developed on the basis of a series of focus groups and in-depth interviews with managers of service companies.

Over the past two decades, SERVQUAL has repeatedly been criticized by both theorists and practical researchers, however, the methodology has become quite firmly established in the practice of research and service quality assessment.

The SERVQUAL authors sought to create a universal methodology for assessing the quality of service precisely from the point of view of service consumers. As a result, the concept of “expectation minus perception” was formulated and it was concluded that the perceived quality of service is determined by the

discrepancy between the consumer’s expectations and the actual perceived quality.

Also, the methodology for calculating the Customer Satisfaction Index (CSI), developed by specialists from the Stockholm School of Economics, has become widespread. This index, calculated on the basis of personal interviews and used as one of the parameters for the long-term forecast of profitability and market value of enterprises, industries and the economy as a whole, allows us to identify the causes and factors of customer satisfaction and their loyalty [3].

The choice of a fundamentally different source of information is associated with a rather low efficiency of consumer surveys due to the low reliability of the data obtained with this, their distortion and non-return of the questionnaire by the respondents. At the same time, when conducting a survey of consumers, the ambiguity of certain questions (the point of view of visitors), the inability to obtain clarifications on the merits of the questions asked, and, most importantly, the difficulty in evaluating the proposed parameters on any scale, cause particular difficulty. The quality manager is not only interested in the results of the study, but also better professionally trained in quality issues. In addition, this approach allows us to reduce the role of the subjective factor characteristic of the survey of consumers of services.

The complexity of assessing qualitative parameters is largely due to difficulties in formalizing, generalizing and analyzing assessment criteria, as well as in determining methods for measuring them. The main disadvantages of existing quality assessment methods are often due to insufficient developers' attention to solving these problems, which is explained by the fact that the very choice of the essential parameters included in the system largely depends on the scope of services [10].

So, depending on the service sector, the selected evaluation criteria may vary both in priority and in the set of indicators included in them. The methodology for assessing the quality of service delivery can be expanded by conducting consumer surveys. A rather popular method of assessing the Mystery Shopper quality of service today is that specially trained people, disguised as ordinary buyers or customers, make a visit, call or contact one or another company.

Thus, the variety of quality management methods helps each enterprise develop its own scheme for improving the quality of services. All these methods can find application both in quality management at all stages of the life cycle of managed objects (products, services), and in the improvement of any activities. Health is part of the service industry. The products of this industry are medical services, the producers of which are medical and pharmaceutical workers. The clients represented are the population in need of services of this kind. Medical service - an event or a set of measures aimed at the prevention of diseases, their diagnosis and treatment, which have their own completed value and a certain cost. They are simple, complex, complex. Standards of medical services in the provision of specific types of medical care are thoroughly developed and widely known.

Now, at the state level, they have begun to assess the quality of the provision of medical services. Order of the Ministry of Health of the Russian Federation dated May 14, 2015 No. 240 [8] approved methodological recommendations for an independent assessment of the quality of services provided by medical organizations.



The assessment will be held at least 1 time per year on the basis of public opinion and carried out according to criteria such as openness and accessibility of information about the medical organization,

comfort of conditions and availability of medical services, average waiting time for a doctor's visit, the possibility of making an appointment in various ways, waiting time for a visit to the doctor in line, waiting time for planned hospitalization, waiting time for the results of a diagnostic study, friendliness, courtesy and competency Cove medical organization

Thus, in a medical service, in addition to the medical component, the importance of service increases. The components of the quality of medical services are the location of the clinic, the presence of parking or the proximity of a bus stop, cleanliness and quality repairs, and the absence of queues.

As well as the attentiveness, courtesy, sincerity of the staff, the level of medical professionalism, the availability of a constantly updated website, new equipment, a comfortable stay in the wards, the availability of a pharmacy and coffee machines, qualified medical assistance, the absence of complications, the possibility of consulting a doctor after discharge from hospital and much more [2].

Medical service = medical care + service. The quality of medical services is the correspondence of the medical care provided to the patient's expectations. Patient expectations can be divided into the following groups:

1. Expectations of treatment outcomes.
2. Expectations in the doctor-patient relationship.
3. Expectations from living conditions and the environment

The consumer (or Client) determines what he expects from the service or product, and evaluates the benefit or value (when cost is taken into account) of the service or product. Unfortunately, the absolute majority of doctors find it difficult to accept the idea that they work in the service sector and provide medical services.

Therefore, first of all, doctors have to clearly realize that if the patient pays for the service, he wants it to be as close as possible to his expectations.

Health care providers and patients evaluate quality service differently.

One of the medical services includes fluorography.

Bad influence:

1. Less quality and expensive equipment than competitors.
- Paid fluorography is the best way to conduct an effective examination of internal organs as soon as possible and without queues.

The main ways to improve service using the example of a medical fluorography service, based on a customer survey, is a qualitative risk analysis of the fluorography cabinet table 1.

Consider the factors that may affect the implementation of the service "fluorography".

Positive influence:

1. Increased demand for center services;
2. Additionally, the attraction of profit;
3. Increased competitiveness.

**Table 1 - Qualitative risk analysis cabinet fluorography**

Type of risk	Causes of occurrence	Description of damage	Anti-risk measures
Marketing risks	Incorrect forecast for fluorography services	Revenue reduction	A more accurate determination of the needs of potential customers. Development of measures to retain and develop the customer base. Piecework wages of specialists - with a decrease in the profitability of the medical center, labor costs fall. Other cost-effective measures.
Financial risk	The consequence of the implementation of marketing risks, changes in lease agreements, contracts for the repair of premises, equipment supplies, etc.	Lower profits due to lower revenues and / or higher costs, risk of non-repayment of a bank loan	Implementation of measures to combat marketing risks. Adding clauses to agreements on changes in the cost of services or the time of delivery of equipment with an exact indication of the maximum% of excess of the initial rates. The application of the simplified tax system, which implies the application of tax rates of 6% of income or 10% of (income - expenses)
Legal risks	Difficulties with registration of legal form and document management	Increase in the term of state registration, additional costs, a possible refusal to do business.	The selected legal form - LLC, suggests the easiest way to state. registration and lowest cost.
Social risks	Poor provision of the claimed services; frequent staff changes	Decrease in demand for studio services	Recruitment of competent staff, highly motivated employees. Customer surveys, taking into account their wishes.
Force Majeure	Fires, natural disasters, weather disasters, etc.	Closing a medical center for a period	Insurance

#### IV. CONCLUSION

Thus, subject to the quality and proper execution of the services provided under the contract and the appropriate marketing company, it is possible to develop a client base in the shortest possible time, which will ensure the enterprise reaches the breakeven point.

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