

MARKETING MODEL OF TRANSPORT SERVICE CENTRE IN RAILWAY TRANSPORT

This article sets out the organizational and economic model of the transport service, which provides container, intermodal and combined transportation. Much attention in the article is paid to the process of marketing research, the means by which they should perform those tasks, that must be solved.

Keywords: container shipping market research, performance, efficiency, quality, customers service.

Setting the problem. In the current economic conditions close attention to the issues raising cargo transport services, the nature of which determines the market demand for cargo transportation by different modes of transport. Particularly acute problem of customer service on the railway. Services that provide structural railway company, must have a helpful nature.

Servicing of transport services consumers is closely connected with quality. Overall, the quality - is a set of properties and characteristics of the transport services that promote opportunities to meet certain customer needs. The quality of transport services on cargo railway transport - is to ensure comprehensiveness, completeness, optimal timing, the necessary level of speed, safety of transportation, safety, transportation, cultural level customer service and so on.

Economy of Ukraine have all kinds of modern transportation, which greatly affects the socio-economic development. Given that the area of the country, about 603.70 km², reliable customer service transportation services at the lowest possible cost is one of the main conditions for successful functioning of the economic sector.

In this regard , particular importance is the rail that has a high carrying capacity, relatively low transportation costs , sufficient speed and regularity of movement, depending on climatic conditions and minimal impact on the environment.

Formulation of Article objectives. Rail transport in our country presents transport system, the volume of cargo transportation which is the size of traffic in France, the Czech Republic and Romania, together, or in second place after Russia, while the operating length of railways is about 8.22% length of railways in Europe.

Under the conditions of market economy and unstable driving the economy, which is characterized by an imbalance of the financial system, based on a reduction of investment in the industry to the forefront the need to improve the quality of transport services, providing a fundamentally new competitive services. This is due, first of all, there is a real competition between different modes of transport. Also, do not fully used production capacity of railways require finding and implementing measures to improve the economic condition of the industry.

Statement of the main research and explanation obtained scientific results. Research potential opportunities for improvement of railways, the definition of economic stability and improving financial and economic indicators of the industry - a real issues that must be addressed with regard to the application of new technology, advanced transportation technologies, increasing productivity and so on.

Scientific and technological progress is essential in improving the efficiency of vehicle production. To ensure growth in freight and passenger railroads measures are taken to increase the capacity and carrying capacity : the electrification of lines and individual lines , automation and mechanization of production processes, the rolling stock is replenished more powerful and sophisticated locomotives and wagons and the like. It creates automated control system of railway transport (ACSRT), which has to coordinate the work of railways, branches and business line .

Significant savings in operating costs achieved by automation of production processes: the use of auto-lock, dispatcher centralization auto controllers, automation of marshalling humps, auto engineers,

automatic and semi-automatic line repair rolling stock, machinery and cranes with controlled automatic device detection heated Books, telecontrol energy economy, other.

Improving operational railways, improving its efficiency is important to reduce transport costs in the economy.

For the next few years to replace a third of electric locomotives and a half, to renew fleet of cars, more investment in technical re-equipment. The program implementing a new generation of rolling stock will reduce transportation costs and improve safety.

Reduce the cost of transportation contributes to the improvement of quality indicators of rolling stock: weight and length of trains polling speed, the average daily mileage of locomotives and cars, their performance, the percentage of empty mileage and so on.

Improvement of the performance of rolling stock will lead to significant savings in operating costs. Improving the quality of transport can be achieved and by improving the quality of transport planning, reducing the size of unsustainable transport.

To improve the quality of transport services of cargo Ukraine advisable to study the experience of Western countries in the development of advanced types of transport that are mixed or combined transport.

Of all the types of combined transport on railways widespread Ukraine received only container shipping.

However, in a market economy, container transport system is experiencing significant competition from other modes of transport, especially - road.

Improving the competitiveness of container transport involves a economic management, which will be achieved by a significant reduction in costs while providing high quality transport services [4].

Railway transport, as before, the carrier is basically the mass of cheap foreign trade cargo (metal ore, petroleum products) in the export direction. Suitable container loads average cost per ton more than two thousand dollars more shipped by road. With smaller amounts of cargo transportation in comparison with the railways road transport than by the total value of all goods transported by foreign trade.

Rail transport is operating under excess proposals for transport over the demand for them and increasing competition from other modes of transport. Therefore, as the main areas of the transport market should be defined:

- development of logistics activities as the main link that connects the cargo and carriers;
- the development intermodal service that will ensure cooperation between different modes of transport in the creation of a single transport chain in a "door to door";
- use of advanced transportation technologies that would help increase efficiency and quality of the transport of goods;
- improvement of the legislative framework for transport services.

To ensure sustainable and profitable operation of rail transport in the transportation of goods in containers priorities are:

- the introduction of technology transportation process , which focus on high quality transport services, expanding range of services, transition to a system of guaranteed maintenance
- creation of logistics centers; transportation contracts and contracts;
- corporate level service quality cargo;• a flexible tariff policy;
- accelerated running of container and piggyback train ;
- implementation of combined transport;
- provision of transport services to corporate equal access to rail transport for all market participants and freight forwarding services;
- implementation of transport containers for the option "door to door";
- improve the planning , distribution , maintenance container fleet applications shippers [2, 3 , 5].

Modern cargo owners impose strict requirements concerning the transport service in terms of delivery, storage of goods, quality forwarding services. These requirements are fully able to satisfy only one carrier that provides a full course of high-quality services for transporting goods.

Functional suitability of a particular mode of transport is evaluated by various criteria:

- *the location in space of the initial and final points of transportation;*
- *the existence and development of transport routes;*
- *delivery time;*
- *the quality of services;*
- *transportation costs more.*

Much attention is given to recent issues of environmental conditions, safety, quality of transport services and transport provision. These problems cannot be solved without improving engineering and technology transport of goods in containers.

The most outstanding areas of this process are: accelerated development of direct trains, mixed or combined transport, establishment of logistics centers based on the further development and improvement of marketing activity railways [1, 6].

Marketing on the railways can be formulated as "the process of forecasting, planning, production of transport in conjunction with related services, a system of promotion in the transport market, tariff, pricing and fiscal policies aimed at organizing the movement of goods from one point in space to another in order to meet existing commodity market economic interests of its participants: producers of real goods, its customers, carriers (vehicle manufacturers products), various intermediaries and society in general."

Market research carried out on the basis of two types of sources of primary and secondary. Secondary information - information collected previously for any other purpose. This may be the results of previous studies, static reporting, periodic reporting [1].

These data conveniently guided they already classified, selected according to the criteria appropriately processed. However, they do not provide a complete picture of the phenomenon under study may be outdated, inaccurate, incomplete, unreliable.

Therefore, secondary data must be supplemented by primary, that information collected for the first time for a particular purpose. There are three methods of collecting primary data :

- *observation - a way of collecting primary data in which the researcher provides continuous monitoring of customer and market conditions;*
- *experiment - the used primarily to determine the causes of any phenomenon;*
- *survey (questionnaire) - best done for analyzing customer queries and their moods can most efficiently and adequately assess the market situation.*

Form is the most common primary data collection instrument. Profile in the broadest sense of the word - the list of questions that can be opened and closed. Closed question involves the possible answers and respondents easily selects one of them. Such questions are easily handled, but they leave surveyed initiatives are forced to answer within that premature by polling. Open questions give interviewed opportunity to formulate answers in their own words. Answers to such questions difficult to generalize, but they contain more valuable information.

The main purpose of the questionnaire is to determine the ratio of cargo quality of service, determine the volume of freight and assess the feasibility of transferring traffic from other modes of transport, particularly from road to rail.

Clientele answers the question:

- *turnover of the company and freight rail and other modes of transport;*
- *prioritizing the importance of the proposed measures in the transportation process on the quality of transport services;*
- *indicate the discount rate required at the existing level of service;*
- *indicate the company's needs for additional services.*

Selection of respondents defined range of manufactured and shipped goods, production volume, geographical location and intensity of traffic.

The questionnaires contain questions as to the cargo that can determine their relation to the quality of transport services. Respondents were offered indicate priority order of importance measures in the transportation process: the cost of transportation, delivery time and saving loads. These parameters are key indicators of competitiveness, to maintain the railway which unfortunately pays little attention.

Taking into account the specifics of the survey - it goes just about sending goods, values of can be higher if considered interest and consignees.

Enterprises can also offer them to specify the desired size of the discount rate at which it would be possible increase in the carriage of goods shipped now and appreciate these opportunities. As a result of this survey can determine what discount can contribute to the following features: • creation of new transport links; • will increase traffic volumes; • increase the economic benefits for transport on railways in comparison with the traffic; • help improve the economic opportunities of the company. According to a survey of conclusions can be drawn^

- the availability of stocks on the railroad to increase traffic volumes and expand its market share of transport services;

- the need for a flexible tariff policy by introducing customized, evidence-based discounts, implementation of which will simultaneously carry additional traffic volumes and improve profitability of the railways ;

- assessed the quality of transport services and are determined by the wishes of cargo to raise more attention to quality. The main activities in this area can be increased rhythm feeder wagons, improving technical state of rolling stock and its readiness to transport , reducing downtime during accumulation. These requirements allow the railway to significantly improve its financial and economic situation;

- establishing close contacts railway and cargo for the purpose of rapid response to changes in their needs and wishes;

- timely introduction of new types of additional services.

USCTS "Lisku" pay much attention to market research from both cargo and transport organizations. Marketing the service back in control of the center includes a number of important activities, which provide a comprehensive account of the needs of customers with the highest level of reliability performance commitments . Competition forces the company to focus on the client meet its requirements based on the principle of "customer comes first". To this end, companies should develop and implement a comprehensive management program that includes principles, methodology and technology of customer service.

The role of marketing in managing serviced define explicit requirements and responsibilities: • understanding of customer needs; • implementation of all plans; • meet the needs of clients according to their plans; • ensuring reliability and high level of service; • evaluating the effectiveness solely by measure customer satisfaction; • information on any client, including the income it brings; • providing regular reports to clients; • search for new objects. These requirements and obligations primarily relate to the team , serving clients. Customer satisfaction is measured as follows:

1. Overall customer satisfaction.

2. Question reliable transportation - fixed transportation (regular transfer), related equipment, the total time.

3. Question sensitivity - best performance of staff in contact with customers, implementation of immediate flight, the problems and complaints.

4. Relevance of transportation.

5. Relevance for the environment.

6. Comparison of prices.

7. Coordination of services with other companies.

8. Strict maintenance of accounts.

9. Settlement of disputes accounts.

Particular attention qualified personnel marketing department pays direct contact with customers. The requirements that apply to this category of workers includes knowledge of issues and needs of clients, precise and unconditional fulfillment of their orders as soon as possible , friendliness and high standard of service. Service technology provides the number of relationships of different nature .The company shall carry out purposeful planning up to the wishes of disgruntled customers. Transport company developed a system of contracts which facilitate smooth operation without any inconvenience, aimed at:

- ensure the development and preservation of confidential contracts;

- selection of standard provisions to reduce labor costs for processing the relevant documents;
- determining the timetable for types of cargo, the loading, shipping, tariffs, traffic volumes and quality of services;
- ensuring the preservation of normal partnerships throughout the duration of the movement of goods.

As marketing and information technology are interrelated, the company clearly and even though combining two independent systems: traffic management and informing customers about the passage of goods. With these systems is achieved unity of interests of users of transport services (shippers and recipients) and carriers (railroad) [2, 3]. Traffic management system includes:

- movement controls to ensure timely delivery of goods;
- measurement of "real-time" delivery;
- Mapping of schedule to discuss with the client;
- settlement of situations in which the passage of cargo does not meet the schedule;
- priority attention to areas of industry for which the timely putting cargo depends entirely trouble-free production cycle.

The system provides information to customers :

- exchange of information at any time it is needed ;
- finding points of moving cargo composition in areas of the railway network ; • location of the car, trailer, container;
- exchange of shipping documents .

Direct contact with customers in the transport company can perform service center to work with clients. The scope of its activities includes necessary during the process of communication with customers, tracking the passage of goods on line, resolving potential disputes and conflicts. In the crowded and well centered information space changes dramatically railways with clients. The network of trade offices eliminated. Customers through the set in his office PC or fax sends a request to the Centre for railway transportation. Worker Center, referring to the railways ACS interacts (in a direct connection between railroads and states) with agents other transportation administration, solves the problem of choosing a route, time of delivery, the provision of wagons and containers and pricing services. The contract for the carriage comprises a client and employee of the Centre in terms of comfort manufacturing services, where each of them can not leave their office. Required data to the contract of carriage are recorded in the computers of the railway, the client and, most important railway terminals in implementing the agreement - employees who directly provide the containers, load control and draw up preparedness fact loaded containers for shipment. Computer System Center customer may consist of the following units: Operation - of the containers in real time. The very large system that provides all of the work train locomotives else. Inventory - fixed system of accurate information about the location of the container. Information - data for 5 years on all railways, statistics on clients. Customer Service - customer orientation, the type of its operations, market position, phone, e- transmission of all the ways the client, handling all the details of the client. Management carriers - tracking key traffic. If the container is retained in the way the information comes through the workers movement that affect the removal or inform the customer about the delay. Preparation of documents - here comes road statement, issued the documents and certificates. Jobs Agents Customer Care Centre should be placed in the same production facilities, provide computers, communications and small office equipment. You must have a numeric control computer displays, which determine the course of working with clients. Centre should focus on remote communication with clients that will allow the company to refute the interim administrative structures to eliminate some of them and significantly reduce your contingent railways. Creation of such service centers with the necessary communications impossible. It is important to executive of the contract of carriage passed performers railway through the channels of the electronic system had the necessary protection against potential unauthorized intervention, including criminal type.

Conclusions. Thus, we can say that one of the important elements of the marketing program of rail transport is to develop a communication policy aimed at creating demand and stimulating sales of railways. The motto of this work should be the word "know to predict, anticipate to manage." A set of

activities aimed at the development and realization of this work can be divided into the following groups: 1. Examines the current and future needs of the transport market, its situation on the basis of market research.

2. Formation demand, attracting clientele.

3. Promotion, which includes price and non-price methods aimed at clientele, railway workers, financially dependent and independent intermediaries.

4. Creating favorable public opinion (image) and the operating conditions of railways in the transport market, including:

- work with the public and the media;
- participation in exhibitions, charity activities;
- participation in local administration, transport unions and consumer associations, including the international level, creating favorable conditions for railways;
- Develop logo, corporate slogan, image field corresponding carrier.

5. Creation of joint production with clients, business clients involved in capital, the creation of financial - industrial groups in the scale of regions and countries.

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