Satisfying buyers is an aim of every logistic system; therefore the customer service constitutes one of crucial notions associated with logistic activity. The logistic service of buyers is concentrating on physical distribution of products in the way enabling to provide with them in the appropriate amount and in the appropriate condition of the product. He lets also for getting the benefit from their delivery in the determined place and the time.

Logistic customer service, being base of the commercial exchange, is undergoing constant changes adapting to needs of the customer and laws of the free market and the trade.

Due to the need of the manufacturers and distributors to adjust to the needs and requirements of consumers, traders, service and manufacturing are trying to develop their own criteria and standards of customer service to become a showcase of the company. Increasing the supply of goods on the market and business competition creates an environment in which logistics customer service can carry out their business functions, bringing benefits for both companies, which I use as well as buyers.

In the process of striving for effective customer service analysis of the main elements of the management company is essential because the company's success achieved in the field of customer contact depends largely on the proper management.

The concept of logistics customer service

Amongst logistic action a customer service is a central date. She is considered from point of view of the logistics, but also marketing, recognized behind the element of distribution, and exactly - of action of the things associated with the flow and the information. A customer service is an ability or add the ability to satisfy requirements and expectations of customers, mainly as for the time and the place ordered, using all available forms of the logistic activity, in it of transport, of storing, of stock control, with the information and packages. R. H. however Ballou determines the service logistic as many logistic activities one another coupled which are deciding on the satisfaction of the customer at the purchase of the product or services. In the straightest presentation a customer service is a team of action determining direct relations between the supplier and the recipient in relation to flows of the thing and the information.

From the perspective of the customer, regardless of what product he purchases, customer service is to purchase music from his service with the product for a price equivalent to the standards. Purchases made by customers based on an assessment so combination of three elements: the right product, its price and customer service offered.

Customer service is the cohesive element logistics and marketing activities. Marketing studies and identifies customer needs, creates a set of products and services into customers' expectations. Logistics ensures the proper execution of the contract. Logistics customer service is defined as a set of steps and requirements that provide expected customer service. Customer service policy, although they go well beyond the area of interest and includes a number of logistics activities in marketing and finance, however, among the company's operations to ensure proper customer service, play a special role of logistics operations.

It results from quoted definitions of logistic customer service that for its main task is proper use of the place and the time in the process of transferring goods and services between the purchaser and the seller. The product or the service has no value until they are available to the customer. And so the aspiration to the proper customer service is being get for integrated managing everyone with logistic processes, of which reaching the necessary level of satisfying the recipient is a purpose at possibly the lowest costs.

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Elements of customer service

Elements of the customer service are being associated with diversified needs of customers and therefore their kinds and the rank assigned to them are changeable depending on conditioning of market operations of the company. They can depend on a market segment, the type of delivered goods and services or the scale and the system of the organization of supplies. Customer services are being ranked among important components such as:

- Duration of the contract. Time in logistics is primarily referred to as the cycle time of the contract items, including the access time between ordering the item and its reach to the customer. At the time of the contract consists of preparing most of the contract itself and prepare dispatch and delivery of the ordered lot. Duration of the contract to be translated as the time between placing an order until we receive the product by the customer

- Elasticity of supply, which allows the implementation of contracts in terms convenient for the customer, frequency, manner and size of deliveries. It is therefore the ability to adapt these parameters to the expectations of customers; of supply, which determines the accuracy and punctuality of the contract. Reliability also means a permanent or consistent with the expected cycle time of delivery, as well as safety and accuracy of its implementation. Many studies demonstrate that the reliability of supply is the most important element in customer service. Constant delivery allows for efficient planning. Customers can accept a longer cycle time of delivery, if they know about it before and will be for them to adjust their actions. Reliability includes the correct implementation of (the accuracy, completeness), which is timely deliveries and maintain a certain level, a relatively low level of losses, losses, losses and mistakes

- Completeness of supply, which allows you to implement the contract in accordance with the size recorded in the order form. Is the ability of suppliers to carry out the full specifications of ordered products

- The frequency of supply, which ensures repeated after a fixed interval of time in cyclical. Translated as the number of deliveries in a given time

- Accuracy of deliveries, which is defined as the compliance of the contract in accordance with the list of selections of the contract

- Convenience of placing orders, which guarantees the customer diverse communication channels through which a customer makes a deposit contract

- Convenience of the documentation required when submitting the contract

- The availability of the product backlog, which indicates the volume of demand, which can be met immediately from stock remaining in storage at the supplier

Described elements are deciding about conducting efficient, in accordance with expectations of the customer the transaction, they are being called transaction elements. These are these factors which directly influence the implementation of operations as part of physical distribution, e.g. reliability of the product and supplies. Apart from them also elements constitute the customer service before transaction referring to companies are taking the politics and programs back, so as written statements of the politics of the service, adequate structures of the company and the system flexibility which provide with the implementation of strategies of the service as well as elements for supporting transaction, being aimed using the product in the route and are embracing, e.g. conditions of the warranty, the service, the supply of the spare parts, procedures of filing a complaint and changes or replacements of products.

Optimal level of logistics customer service

In determining the optimal level of logistics customer service, should be considered on the level of service that the company has reached the highest profit. Then consider if sales increase, if it is improved levels of customer service and what the costs should therefore be raised. Improving customer service may result in automatic increases costs. With shorter delivery time, for example, bear a higher transport costs or the costs associated with storage of goods. Larger storage costs are also incurred in increasing the number of points of sales of goods. Despite the increasing costs in increasing the level of logistics customer service is a profitable venture. Often customers will pay more for goods because the benefits of a higher level of service - the time of performance and confidence in obtaining the proper product are often the more important for the client from the lower price. The high levels of customer service can avoid market competition. Raising the level of customer service to a high level is good - proceeds from sales through better customer service are higher than the costs incurred during its implementation. However, there is such a place where increasing levels of customer service, revenue increases, but the cost to obtain it, is greater than the benefits. That the level of service was satisfactory for the customer to identify segments of customers served by:

- identification of crucial components of the customer service perceived by very customers

- establishing the relative importance of elements of the service for customers

- identification of groups of customers preferring specific standards of the service

10 Kempny D., Logistic customer service, PWE, Warsaw 2001, p. 15
11 Christopher M., Distribution management strategy, Planet, Warsaw 1999, p. 48
Factors influencing the structure of consumer’s preferences – critical analysis attempt

Whereas consumers’ needs are in fact unlimited, resources necessary to satisfy them are limited. The consumption level achieved by consumers is determined above all by the level of income and the price of purchased goods. Other factors influencing the consumption level are the size of tangible and financial assets, the possibility of using one’s working skills as well as cultural factors.

External determinants of consumer’s behaviour include:

1. Economic determinants, such as:
   - income (this is the most important factor affecting consumer’s behaviour)
   - assets (tangible and financial ones)
   - prices (the volume of demand on a given product is reversely proportional to price, an increase in price leads to a fall in demand, a decrease in prices leads to an increase in demand)
   - consumers’ belief in particular quality of a product (an increase in price leads to an increase in demand and consumer fears that this is an opportunity which may not come again)
   - product and its special features such as:
     - a set of material features
     - trademark and brand
     - packaging
     - depth and width of assortment
     - pre- and post-sales support, guarantee
   - symbolic values related to prestigious products which influence consumers’ character features, goods as indicators of status
   - sensory values related to impulsive shopping.

2. Socio-cultural determinants which include among others:
   - family (the developmental phase of a family influences consumer’s behaviour in great measure)
   - reference groups (the group a consumer wants to belong to, which he/she identifies with and which norms of conduct he/she accepts constitute a model of aspirations and conduct)
   - opinion leaders (people whose behaviour is emulated because of the post they hold or functions they perform)
   - cultural factors: ethnic, religious, racial and geographical ones.

When buying a particular product or service each consumer has their own preferences and requirements related to this product or service. The modern theory of consumer’s behaviour is based on three fundamental claims:

1. When choosing between alternatives of consumption, consumers do it in a conscious way, in accordance with their own interest. This is an assumption about consumer’s economic rationality.
2. Having full and true information about products, consumers are best placed to understand their benefits. Customers’ wrong decisions result from the lack of appropriate information. [provide a personal example such as purchase of washing machine powder or aquarium fish].
3. Consumers decide about the structure of their own consumption in accordance with their preferences, income and prices of goods on the market.

At first the utility theory was the basis of the theory of rational structure of purchases made by consumers. This is the sum of satisfaction which consumers derive from having a good on their own. The traditional theory of utility assumes that customers are able to measure, evaluate total and marginal utility of purchased and consumed goods and compare them with the utility of money they spent with the prices of goods they buy.

Consumers’ behaviour on the market is of diverse character. The following modes of consumers’ behaviour on the market are most commonly distinguished:

- intentional behaviour which is always conscious and intended. It directly expressed consumers’ needs concerning a product or service
- unintentional behaviour which is an action taken on an impulse. It is not always intentional, reasonable or conscious. This type of behaviour expresses neither their beliefs nor needs. Intentional and unintentional behaviour can be voluntary or enforced. Whereas voluntary behaviour is unhindered and results from consumers’ internal need, enforced behaviour results from necessity. It can also result from influence other people exert on consumers
- rational behaviour by which we mean consistent internal behaviour which makes it possible for a person to maximize their satisfaction. Consumers behave rationally only when they try to buy such number of goods that can give them most satisfaction on a given income
- irrational behaviour is a behaviour that is internally inconsistent or at odds with consumers’ best interest and this is how consumers understand it at the moment they make this decision. It is believed that imitation, snobbism as well as impulses and motives set depth in sub-consciousness about which consumer very often is not aware of influence irrational consumers’ choices.
Conclusion

A consumer is a part of the market without which no trade would exist. Logistics consumer service is related to recipients’ general desires and requirements related to goods or services in a form or worth which can be provided in accordance with desires only in logistics. An additional service provided to consumers. A purchaser obtains a particular products which has particular features. Apart from the product the purchaser gets a particular level of consumer care for a particular price. Purchasers’ shopping is usually related to an evaluation of the relationship between the following things: the features of the product, its values and the level of consumer care.

Logistics consumer service of an appropriate level respected by the recipient is a necessary part of turnover and fulfills a number of functions in favour of manufacturers and potential consumers. What is more, it facilitates trade in goods and services. Its role in modern international trade becomes more and more significant and at the same time causes that logistics consumer service which suits international standards became desirable and needed.

Consumers’ behaviour on contemporary market is often defined as a collection of actions related to obtaining and using products and services. Consumers’ behaviour are to point to behaviour that is intended to satisfy desires of individual people.

REFERENCES