

Product return system and customer management service in B2C relations – summary

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Recognition of contemporary consumer behavior is the basis for building relationships with customers, creating service systems and shaping their loyalty. Under the influence of stronger competition, the customer becomes the most important value that each company can have. Decisions and requirements of the customers are the basis for the development of any business. The changes taking place on the market mean that customer loyalty is not a constant asset of the company, but a resource that can be enriched. The growing importance of the consumer role in the market and the increase of their activity are resulting from the economic, socio-cultural, demographic and infrastructural transformations, which, in consequence, led to grow of the quality of the life of the society. Possessing detailed information about the consumers creates an opportunity to provide the offer which they expect by them, which match to their requirements and needs. The client determinates the path which the company has to follow. Client is a kind of signpost that allows the company to generate competitive advantages and improve its market position. Shaping partnership relations with recipients requires guaranteeing a proper customer service. The client's added value in the form of customer service means that he is able to cooperate with the company, without looking for other alternatives to satisfy the same need. Consequently, ensuring a high level of customer service will result in a growing circle of new customers. Analyzing changes in purchasing behavior (primarily in online shopping), we can see that they have created a situation in which companies increasingly need to expand their service with a return policy in order to meet the needs of customers in this area. The basis for the long-term loyalty of buyers is their positive attitude to the offer, whose indispensable element is the pro-consumer policy of returns and complaints.

The first chapter presents issues related to the management of customer service, transformations in the development of marketing concepts and existing changes in the approach to customer service. The purpose of this chapter was also to demonstrate the place of logistics in the whole process of customer service management.

The second chapter focuses on the subject of consumer returns and complaints. It includes the review of the state of knowledge on the definition and classification of the concept of returns. Then, it was focused on the whole process of managing the return system,

which in turn allowed to show that there are two approaches to this problem - a more liberal pro-consumer approach and a restrictive approach that partially limits consumer rights.

The third chapter discusses the importance of buyers' satisfaction with the handling of returns in the context of building their loyalty. Particular emphasis was placed on describing the models of emerging customer satisfaction and on indicating different types of loyalty.

The fourth chapter presents the results of own research on how to manage the return system and its impact on customer satisfaction and loyalty. The chapter also presents the methodology of the conducted research.

Key words: return system, customer service management, returns and complaints, customer relations, customer satisfaction, consumer loyalty, consumer research.

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