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**PET STORE CUSTOMER SERVICE:
FEATURES AND INCENTIVE METHODS**

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Abstract

In the structure of a market economy, along with markets for goods, capital, and labor, there is a world market for services. The market for services is a complex system that includes various elements, the main function and task of which is to satisfy the needs of the population for services. At the heart of the services market, a huge and rapidly growing part of the world economy is the service sector.

Key words: consumer service, pet store service, effective pet store customer service system

1. Introduction

In the global economy, the service sector is the main factor in improving the quality of life.

In this regard, the importance and role of the service sector in the modern economy is increasing for the following reasons:

- new jobs are constantly being created in the service sector;
- the service sector is increasing its share in the country's gross domestic product;
- due to this area, the time spent servicing a household is reduced, which improves the quality of life of the population.

In modern conditions, the goal of service sector enterprises is to achieve competitiveness and profitability, which involves control over production costs and competition for a certain share of the services market. At the same time, the main task of service enterprises is the high quality of organization of customer service and the provision of services to the consumer. In this regard, the main task of service enterprises in a market economy and intense competition is to

organize a system of serving consumers with household services, which would allow them to achieve a high quality level of service [1].

Customer service in a pet store has its own characteristics due to the specifics of the goods and services provided. Here are some key aspects of pet store customer service:

- Expertise and consultation: Store staff should be well versed in the products and needs of different species of animals, as well as having knowledge of proper care for them. They should be ready to advise customers on choosing the right products and animal care.

- Product range: The store should have a wide selection of products for all types of pets, including food, accessories, toys, grooming devices and medical supplies.

- Convenience of purchase: Customers should be able to easily find the necessary products, as well as receive advice and assistance from store employees.

- Grooming Services: Some pet stores may provide grooming services for pet care, such as clipping, bathing, and grooming.

- Loyalty programs: The store can introduce loyalty programs for regular customers, such as discounts, bonuses or gift certificates.

- Attention to the safety and health of animals: Store employees must be attentive to the health and safety of animals in the store, and recommend the right products and care methods to customers.

- After-sales service: The store must provide after-sales support, including the exchange or return of goods, as well as advice on the use and care of purchased goods.

Overview

It is assumed that in a highly competitive market for pet products, improved service will have a qualitatively positive effect on the pet store, which in turn will provide a competitive advantage.

Decision

Today, the following consumer trends are observed in the pet products market:

- concern for the state of the environment. Preference is given to environmentally friendly products, packaging is made from completely recycled materials or recycled materials; purchasing insect-based protein feeds;

- growth of the medium segment using premium feed products. Now the medium continues to grow, but at the same time we do not see an increase in the share of feed in the economy segment;

- changes in sales of key feed categories. The Ukrainian market is dominated by demand for cat food. Its sales in quantitative terms reach about 70%;

- pet retail trade. There are two trends observed here that coexist together: already existing pet markets operate without positive changes in revenue indicators.

All of this leads to the conclusion that customer service is one of the most effective customer retention strategies for a pet store. Once a customer is satisfied with your services, they will become loyal to your pet store and will continue to make repeat purchases in the future [2].

The sales service process in a pet store is divided into three subprocesses: – self-service (selection of goods by the buyer, delivery of selected goods to the place of payment, payment by the buyer for goods, packaging of purchased goods); – individual service by the seller (familiarization of buyers with goods, selection of goods by the buyer, payment by the buyer for goods, packaging and delivery of purchased goods); – sale by order of the buyer (familiarization of the buyer with the goods, selection of goods by the buyer, acceptance of the order for goods, previous partial payment of the order, completion of the purchase, delivery of the purchase to the address specified by the buyer, payment by the buyer for goods and services).

In this regard, in our opinion, it would be a good idea for pet stores to implement the following measures to improve customer service:

- the marketing service, like a pet store, needs to pay more attention to obtaining information about consumer needs. To do this, it is proposed to conduct marketing research using customer observation methods, analysis of product sales reports, analysis of the customer review book, analysis of competitors' activities, customer surveys (questionnaires, interviews);

- appoint specific people in the sales department who will be responsible for the quality of goods on the shelves of the pet store. This will improve the quality of goods and reduce customer dissatisfaction;

- for the supply department, it is necessary to carefully select suppliers of goods in order to offer customers goods at the lowest price and the highest quality;

- the marketing department needs to plan the assortment of goods so that it shows differentiation of prices for buyers with different income levels;

- from time to time, conduct various trainings and classes for sales personnel in order to develop their communication skills and improve their cultural level;
- for faster service to customers by cashiers, it is recommended to use measures to motivate their work;
- in order to save money on employee wages and increase their incentives, it is necessary to introduce them into the remuneration system, which would consist of a rate and a percentage of revenue;
- introduce training for sales personnel in a pet store to improve the culture of service and etiquette of behavior by customers and their use of effective techniques and methods for performing operations, which will significantly reduce time spent and, as a result, reduce the number of relevant personnel, after which certification can be carried out. Based on the results of certification, employees can be assigned categories, the presence of which will increase the level of wages of sales personnel.

Conclusion

It is expected that the proposed events will attract a large number of buyers, increase the popularity of any pet store among the local population, thus raising the image and its competitiveness. And also, these measures will avoid increased costs and increase the income of the pet store, which will make it more profitable

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