

Course title: **LOGISTICS CUSTOMER SERVICE**

ECTS credit allocation (and other scores): 3,5

Semester: spring

Level of study: ISCED-7 - second-cycle programmes (EQF-7)

Branch of science: Social sciences

Language: English

Number of hours per semester: 45

Course coordinator/ Department and e-mail: dr Grzegorz Szczubełek grzegorz.szczubelek@uwm.edu.pl

Type of classes: classes and lectures

Substantive content

CLASSES: Measures and indicators for measuring customer service levels. Measurement of customer satisfaction with the level of service logistic service. Surveys as a method of measuring customer satisfaction. Selected methods of analysing relationships in evaluating customer satisfaction. Basic methods of analysing customer preferences regarding logistic service. Quantitative instruments for measuring logistic customer service. Effectiveness of logistic customer service - case study.

LECTURES: Concept and essence of logistic customer service. Satisfaction and loyalty as the premises of shaping logistic customer service Methods of measurement and data collection for logistic customer service. The use of statistical methods in identifying customer service parameters Purchaser behaviour as a basis shaping of logistic offer. Customer service in information network organizations.

Learning purpose: Presentation of customer service methods, principles of logistic customer service (standards, quality, strategies), methods of selecting standards for logistic customer service. Acquainting with the techniques of selling services to customers, with new technologies for customer service in service institutions. The student should acquire the skills to organize, evaluate and correct customer service in the enterprise.

On completion of the study programme the graduate will gain:

Knowledge: The student knows the concept of logistic customer service and understands the importance of customer service in contemporary economic conditions. The student understands the necessity and principles of building proper relations with the customer.

Skills: The student is able to apply methods of researching customer service needs, establishing service standards and basic service measures. The student is able to plan an appropriate customer service policy in an enterprise.

Social Competencies: The student is open to new innovations and technologies in the field of logistics. The student is able to skilfully communicate with the economic environment and form proper relations with it.

Basic literature: 1) D. Kempny, Logistyczna obsługa klienta, wyd. PWE, 2001 ; 2) J. Długosz, Zarządzanie logistyczną obsługą klienta, wyd. AE w Poznaniu, 2005

Supplementary literature: M. Christopher, H. Peck, Logistyka marketingowa, wyd. PWE, 2005 ; 2) K. Rutkowski, Logistyka dystrybucji, wyd. SGH, 2005.

The allocated number of ECTS points consists of:

Contact hours with an academic teacher: 1,96 ECTS



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Student's independent work: 1,54 ECTS