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FUNDAMENTALS OF ORGANIZING CUSTOMER FLOW SERVICES

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The purpose of the textbook “Fundamentals of Organizing Customer Flow Services” is to provide students with a mastery of modern approaches to organizing customer flow services in trade, as well as the basis for calculating its probabilistic characteristics in order to make informed decisions in the economic activities of a trade organization. The study manual is used within the discipline “distance trading”, “digital forms and methods of sales” and others. The textbook is prepared in accordance with the program of the discipline of the same name and is intended for students majoring in 38.03.06 “Trade business”.

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Introduction

Accounting for customer flow has a direct impact on the business operations of retail organizations, largely determining their effectiveness. Established cultural traditions play an important role in shaping consumer demand. Consumer behavior is the activity directly involved in acquiring and consuming products and services, including the decision processes that precede and follow these activities.

Store positioning involves defining the target audience, developing a unique selling proposition, and creating an image of the store in the minds of consumers. Determining the optimal number of sales personnel to effectively serve customer flow is a pressing issue.

Uneven customer flow in retail organizations is one of the challenges of the retail business. It depends on many factors: the type of retail organization, time, seasonality, and subjective and objective factors dependent on the customer.

To successfully distribute customer flow evenly, schedules are created to roughly estimate store traffic and peak hours, during which it is necessary to focus full attention and deploy the necessary additional resources.

Enhancing loyalty through discounts, charity events, holidays, contests, and the introduction of discount and loyalty cards directly impacts the smoothness of customer flow in retail organizations.

Retail is characterized by highly variable customer flows. This leads to queues, regardless of the customer service sys-

tem's parameters. Therefore, a problem arises when customers abandon their purchases at the checkout due to the long wait. In particular, if the checkout line seems excessively long or slow, some customers opt to leave the queue and not complete their planned transaction. A missed sale results in direct financial losses and negatively impacts customer satisfaction and loyalty.

The purpose of the “Fundamentals of Organizing Customer Flow Service” textbook is to provide students with modern approaches to organizing customer flow service in retail, as well as a basis for calculating its probabilistic characteristics for informed decision-making in retail organizations.