

MARKETING FEATURES OF CUSTOMERS SERVICES IN PHARMACIES

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Quality customer service is the basis for keeping a competitive market position. Pharmacy should consider the wishes of clients and satisfy them by the best way in order to succeed. In order to develop recommendations aimed at improving the quality of service in pharmacies, we have carried out research of consumer preferences regarding choosing pharmacy. As an object of study were chosen pharmacy #233 (Kharkov). The results obtained from questionnaires of 87 pharmacies' visitors during November-December 2012.

Successful activity of pharmacy and its competitiveness depends on the ability to satisfy customer needs. Established that 85.0% of respondents rated the work of staff as good, 92.0% satisfied with the work schedule of pharmacy, 78.2% satisfied with the assortment of medicines in the pharmacy. The criteria that led to the choice of pharmacy include: high quality of service (93.1%), convenient schedule of pharmacy (92.0%), speed of customer service (92.0%), wide assortment (88.5%) and highly qualified staff (86.2%). Customers pharmacies are not satisfied with the location of pharmacies (47.0% think the location is not convenient). Customers are not satisfied with the location of pharmacy (47.0% think that the location is not convenient). First of all visitors of the pharmacy are paying attention on convenient planning of salesroom (noted 94.3%), spacious of premises (95.4%), orderly placing of medicines on the shelves (92.0%), availability of information to consumers (87.4%). Clients of pharmacy #233 can quickly find the right medication because showcases decorated neatly and signed. Buyers at the pharmacy needed more information about medicines. Respondents noted that as additional services they are interested in consultation with pharmacists on common questions like how to use medicines, their side effects, compatibility, time of reception, the ability to order medications by phone etc.

The results indicate that the quality visitor services in pharmacy based on a combination of factors such as culture of service (including mood pharmacist during communicating with customers), improvement of information and advisory services, training of staff, the quality and speed of service, expansion of assortment. Consequently, the results allowed determining the factors that led to the selection of pharmacy by consumers and take them into account in developing recommendations of client-oriented strategy. To the pharmacy staff was recommended to take part in training on the formation of loyalty programs for customers.