

## THE INVESTIGATION SERVICE LEVEL IN CHEMIST'S SHOPS BY «MYSTERY CUSTOMER» METHOD

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The aim of our work was to get the reliable data on service level in Kharkiv chemist's shops, shortcomings detection of service process.

The main task of retail pharmaceutical business is client involvement and loyalty maintenance during the service process. Nowadays one of the methods of problem detection in service technology is observation by «Mystery Customer» method. The «Mystery Customer» is a specially trained person, unknown to sellers, who under the guise of a customer comes to the shops and registers his observations and impressions in special report. Such checkups give the executives clear conceptions about real service level, which their company provides and detect the shortcomings.

**The methods of investigation.** During the investigation, telephone monitoring by «Mystery Customer» method was used. In order to detect the staff professional level of chemist's shops, the group of medical remedies for dry cough treatment was chosen. Telephoning, the interviewer introduced herself as a woman, who was interested in cough remedies for children. She asked to give her some recommendations.

**The result of investigation.** We conducted the telephone monitoring among 31 chemist's shops from 6 networks of pharmacies in Kharkiv. In 80% of calling cases, pharmacists remained polite and were interested in client's consulting. Testing staff on irritability at condition of «poor audibility», it was stated that pharmacists patiently answered the questions in half of investigated chemist's shops. In 40% of chemist's shops pharmacists attentively explained all the details of the questions, asked counter-questions about health status, character and causes of illness. Rather more number of chemist's shops tried to clarify the request, so as to remain polite, but not going into details to solve the person's problem: she was provided several alternative variants and advised to consult a doctor. 9% of respondents provided the problem solving, not asking about health status. In 79% of chemist's shops pharmacists gave clear understandable explanations. The monitoring has shown high service level. But in order to improve the process of service, it is necessary to conduct regularly trainings and develop motivation programs for personnel.