

PROVIDING SOFTWARE QUALITY ASSURANCE SERVICES TO VISITORS PHARMACIES FOR EXAMPLE PRIVATE FIRM «GAMMA-55».

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Today the material success of every enterprise that sells goods to a large extent depends on customer satisfaction. The domestic pharmaceutical market is characterized by rapid development and increasing demand for pharmaceutical products, despite the rise in prices. Is constantly expanding retail pharmacy network, and as a result - increased competition. In such circumstances, due weight must be given to increasing the efficiency of work with consumers, there is an objective need for in-depth study of issues related to quality of customer service as an important factor in building a positive image of pharmacies.

All subjects of the pharmaceutical market, along with compliance with applicable laws and regulations governing pharmaceutical activity should strictly follow ethical rules and regulations of pharmaceutical services to the population and services. Significant impact on the psychology of behavior not only pharmacy staff but also visitors, reveals style service.

Effective operation of any enterprise as a whole and individual members of its staff will only come if there is clear regulation of activities stipulated in the relevant organizational documents of the manager, including job descriptions of staff.

Maximum meet the expectations and requirements of customers in the pharmacy reveals a positive impact on the competitiveness of firms. In this paper, the pharmacy can not do without the principle of quality management «customer orientation». Measures such as pharmaceutical marketing and merchandising is no longer a competitive advantage pharmacies – today it is traditional methods of most pharmacies. Therefore, knowledge of psychological characteristics of sales, the ability to apply this knowledge in practice may be a new competitive advantage pharmacies more effectively meet customer needs, and therefore – to increase the quality of service customers in the pharmacy due to focus on the psychology of the clients.

We conducted an analysis of the pharmacy staff pension fund «Gamma-55» and the factors including psychological, affecting the sales of goods pharmacy. Still a pharmacy pharmacists client not goodbye, and often not even answered his farewell. Also at the meeting with the client pharmacists Pharmacy First greeted not expecting initiatives from the buyer.

Pharmacists did not provide sufficiently comprehensive information available about the product portfolio of product characteristics, so that the visitors could get the impression that most pharmacists have enough professional knowledge. Customer service at the pharmacy was fast, but without identifying them loyalty. Most pharmacy staff used to be limited to the available overall, but without a hat and coat on badge with the name and surname.

We identified deficiencies should be considered employees of the pharmacy and excluded in the future that will improve the quality of customer service and increase sales of pharmaceutical products. This, in turn, finds a positive impact on the competitive position of pharmacy.

We also analyzed modern technology of pharmacy.

The aim of our research were: finding ways to improve the quality of customer service; improve the quality of pharmacy; improve the image of pharmacy; the recommendations for improving the quality of pharmacy and optimization algorithm execution of pharmacy of their functions.

We analyzed the work of pharmacy and found some shortcomings in the work that should be eliminated in the future; developed and proposed a set of recommendations for the implementation of measures to raise awareness (advertising, merchandising) that detects a direct impact on improving the quality of customer service pharmacy «Gamma-55».

We have analyzed regulatory framework for the sale of medicines in Ukraine. Considered and examined current trends reform retail sale of medicines in Ukraine.

We have analyzed the activities of pharmacies according to international standards. We determined the expediency of the process approach promoting clear and timely planning, implementation and control of all business processes and stores of work, their constant improvement, which makes it possible to increase the efficiency of the pharmacy.

On the basis of summarizing review of published data and case studies we set priorities for optimization of pharmacy «Gamma-55» to improve quality and visitor services pharmacy. We have developed a questionnaire that was offered to fill pharmacies visitors. Given the results of the survey we have developed an algorithm quality service customers in the pharmacy «Gamma-55».

Our results can be used pharmacy and offered to the attention of all entities in the pharmaceutical market of Ukraine, because they can increase the efficiency of pharmacy through the expansion of the committed satisfied customers and increased sales.