

IMPROVING THE QUALITY OF SERVICE FOR B2B CUSTOMERS WITH DIGITAL BUSINESS SOLUTIONS



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BENEFITS FROM DIGITALIZATION

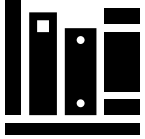
**ADDITIONAL
CAPACITY**

digitalization could increase the capacity of many transport lines by more than 20 % without building additional tracks

**LESS-EXPENSIVE,
MORE-EFFICIENT
SERVICES**

**INCREASED
ENVIRONMENTAL
SUSTAINABILITY**

SOURCES AND METHODS



Our analyzed sources of information mainly are official data produced by JSCo RZD (Russian Railways), analytical articles and cases, scientific articles published in journals in recent years



The main applied method is the analysis of information sources and trends, and also the formation of an integral analytical indicator

MAIN GOALS OF DIGITALIZATION



accelerating
decision-making



reducing the number of
employees involved



increasing the variability of
processes according to the
needs and characteristics of
customers



**WILL ALL OF THESE GOALS
BE CUSTOMER-FRIENDLY?**

**WILL THE SERVICE
DETERIORATE DUE TO A
REDUCTION IN THE
NUMBER OF EMPLOYEES
INVOLVED?**



RUSSIAN RAILWAYS

10 YEARS
AGO

technical
backwardness and
a lack of
investment for
modernization

NOW

modernization
at an
accelerated rate

MAIN INNOVATIVE DIRECTIONS

according to Railway transport development strategy until 2030 and Long-term development programme of JSCo RZD (Russian Railways) until 2025:

- Development of transport systems in a unified transport space with a customer focus;
- Dynamic systems of transportation management based on artificial intelligence (AI);
- Automation and mechanization of station processes, creation of ‘smart stations’;
- Railway automation, telemechanics, electrification, power supply and ICT complex;
- Innovative rolling stock;
- Security development;
- Development of high-speed traffic;
- Improving energy efficiency and caring for the environment.



COMMONALITIES AND DIFFERENCES IN ASSESSING THE SATISFACTION OF SHIPPERS AND PASSENGERS

Common characteristics of rail transportation that impact on customer satisfaction of the quality	Different characteristics of rail transportation that impact on customer satisfaction of the quality	
	<i>Shippers</i>	<i>Passengers</i>
Technical condition of freight and passenger cars	Availability of required type of cars in sufficient quantity	Passenger comfort level
Transportation cost	Fast approval of applications	Convenience of purchase of tickets
Convenience of train schedule	Level of information technologies and fast delivery of accounting information	Preservation of the life, health and personal property of passengers
Departure and arrival punctuality	Cargo safety	High level of services («culture and aesthetics»)

THREE ASSESSMENT METHODS

Loyalty

(Net Promoter Score
(NPS))

the most common and basic method of assessing satisfaction; marketing tools measure the quality of service and consumer willingness to recommend a product or service

Satisfaction

(Customer Satisfaction
Index (CSI))

a more complex method, compared to NPS in terms of analytical work, but it applies similar marketing tools; CSI helps to reveal the real attitude of customers to a product or service

Efforts

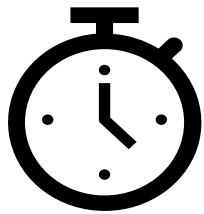
(Customer Effort Score
(CES))

index of consumer efforts put into buying a service or product, it works on a principle similar to NPS

USABILITY

the convenience of using a website, a mobile application, a computer program

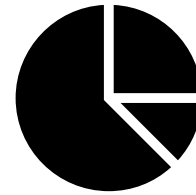
USABILITY METRICS



Time to complete



Page views/clicks



Conversion



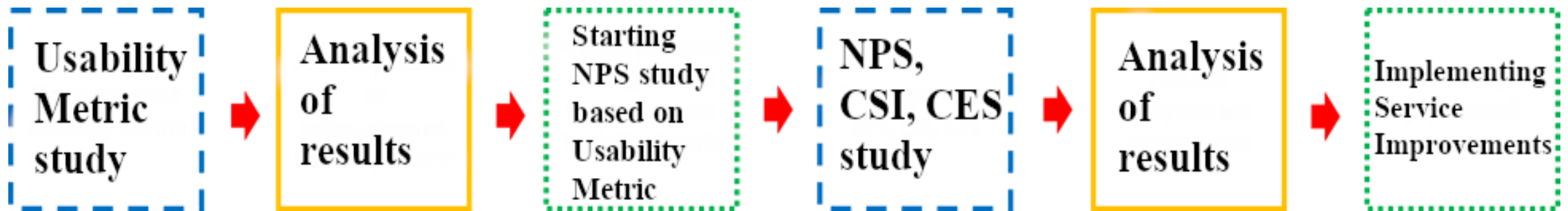
Mobility

customer satisfaction = RR(UM)+R(NPS)+R(CSI)+R(CES),
where

RR (UM) – results of the Usability Metric study,

R(NPS), R (CSI), R (CES) – results of NPS, CSI, CES study

ALGORITHM FOR STUDYING SATISFACTION AND IMPROVING THE QUALITY OF TRANSPORT SERVICES:



WAYS TO IMPROVE THE QUALITY OF SERVICE FOR B2B CUSTOMERS

- train new B2B Manager according to the Single-window principle and improve their skills and motivation
- divide clients into categories by the amount of turnover, regularity of services and specific needs
- indicate the most significant services for clients, to develop the portfolio
- create and arrange a unified customer base and CRM systems with tracking and communications analysis
- assess services and the level of customer satisfaction, further to establish the correlation between the quality and cost of services

THANK YOU
FOR YOUR ATTENTION!