

WOW-service

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It's been a long time since companies have realized the importance of providing their customers with excellent service. However, something really innovative and peculiar in this field appeared only with the advent of Information Age. One of such extraordinary approaches to service is "WOW-service".

WOW-service is the ability to provide service above and beyond client's experience. In other words, the company should suggest some unique service features and if so, the customer surely will remember the visit.

Every owner of a company wants to differ somehow from their competitors. In this case, WOW-service is a good tool. Here are the core principles to follow in order to create high-quality WOW-service in an organization.

1) Empower People. You should build a team with the expectation that they work in the best interest of the customers and are given the tools and authority to make decisions.

2) Create Trust. There's no finish line when it comes to building trust with and among your employees, customers, and partners. Honesty, transparency, and accountability are the guideposts for every decision and action taken in delivering a high quality service.

3) Dream Big. Unbounded imagination, genuine passion, and the right attitude will take you to all of the wonderful places you want to go. You should aspire to make the impossible possible.

However, the success can be only achieved with the contribution of both parties – employees and managers. On the part of an employee it's a must to meet the following requirements:

1) Be Human. Robots are cool, but people would rarely choose to have a conversation with one. Show the customers that you aren't a machine.

2) Never hesitate to ask questions. The more you know about your customers and their needs, the more of an asset you are to both the company and your customers.

3) Be Personal. Get to know your customers. Sometimes customers may avoid open dialogue, but at the end of the day, it's how you make people feel that matters most.

4) Be Honest. Nobody likes being lied to. A customer can't expect anything more from you than the truth. When you maintain an open dialogue with your customers and keep them informed at all times, you'll earn your customer's commitment to your company.

5) Accept Critics. Listen carefully to your customer's advice and suggestions. Always keep in mind that customers are more likely to send you feedback if something is wrong. As Bill Gates said once, "Your most unhappy customers are your greatest source of learning."

One more point of crucial importance is building relationships with the customer. Some of the practical steps one may follow are:

- Send customers an e-mail with congratulations on their first purchase. You can also include there a small question list to fill in in order to estimate the staff performance and the overall atmosphere in the shop.

- You can send your customers some unexpected goodies. They don't have to be expensive – perhaps a helpful article or checklist relevant to their purchase. However, don't try to sell anything when sending these – you will spoil the effect. Everyone loves receiving unexpected gifts and this is a great way to keep customers coming back for more.

- Write a case study including some of your customers, of course with their permission. This provides a great showcase of your product as well as being a great promotion for your client.

In Belarusian companies, the staff is more likely to face an unfriendly, reserved customer than a cheerful one. Some businessmen even claim that WOW-service is next to impossible in Belarus due to our mentality. However, these can be said about both customers and employees. If the company wants to provide high-quality WOW-service, the starting point is to shift the managers' and staff's attitude to the job they perform. Then, it's necessary to pay attention to discipline and create strong corporate culture, deriding the so-called "soviet mentality." After that, each person in the company should work on his manner of speaking and the vocabulary he or she uses when dealing with customers. Although it will take great effort and much time to put the nice idea into practice, the result is surely worth it.

WOW-service is rather new approach in service industries. It means providing the customers with some unique, artistic and offbeat features during the purchasing process. It takes much time and effort to create the atmosphere favorable for WOWing customers and a great deal of niceties should be considered not to bury the idea. However, if the company manages to provide its customers with high-quality WOW-service, it will become a crucial advantage over the competitors and will

contribute to creation of a better, more attractive atmosphere in the industry as a whole.

FEATURES OF FORMATION OF SUBJECTIVE SURPLUS IN CONDITIONS OF PERFECT ECONOMY: FIRST RESULTS OF PILOT STUDY

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From the point of view of economic psychology, formation factors of the consumer and the producer of economic activity inspire big interests. Apparently, formation of expectations in the market has significant effect on behavior of economic agents during the subsequent periods. On the basis of a ratio of price expectations and the real developing price consumers and producers can arise a surplus. This received the name "consumer's rent", "rent of the producer" in neoclassical tradition of economic science (A. Marshall, Ge. Dupuy, R. Auspits and R. Liben, etc.) [3,4,7].

Today too less attention is paid for the process of emergence of the economical and psychological phenomenon. Material of textbooks published by A. Marshall's are based on the graphic model. His works appeared at the end of the 19th century [1, 2, 4, 5]. The reflecting theoretical model of surplus conditions of perfect economy does not offer a description of the procedure of its measurement. Literature on measurement of surplus in the conditions of perfect economy was not detectable. Establishment of basic dependences between expectations of agents and results of market transaction are necessary for the development of the procedure of measurement of surplus in today's practice of managing. As a result a problem was set to find experimentally the emergence process of subjective surplus in the conditions of perfect economy. It is necessary for the formalization of the obtained data and an exit to empirically relevant procedure of its measurement in the conditions of real economy problems.

We chose the experiment model developed in the Center of psychology-economic researches of SNTs RAS which consider these factors, and psychological features of each economic agent researches, which are necessary for its carrying out. [6, 8]. The hypothesis of a research consists in the assumption that perfect economy has cumulative surplus of the buyer in conditions of general availability of information. The surplus in this market has to strive to positive values – the surplus of the seller (producer) for negative values.