

Another interesting thing is that proportion of those who are willing to take on the initiative and responsibility does not exceed 20 %. At the same time, 33.4 % of respondents answered positively to a direct question about whether they would like to become a top manager. Also we can see that 2.6 % of respondents are already top managers and 64 % do not want to take on this position. The most initiative is the youngest group of the population, while with the ageing the desire to lead falls.

In conclusion: now many researchers affirm that the traditions and habits of particular ethnic groups and population groups seriously affect their economic achievements. In fact, while some cultural characteristics prevent the economic development of the country, others contribute to it. And Belarus is no exception.

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IS CUSTOMER SERVICE A KEY TO SUCCESS?

ЯВЛЯЕТСЯ ЛИ ПОКУПАТЕЛЬСКИЙ СЕРВИС КЛЮЧОМ К УСПЕХУ?

For many years companies were developing their marketing strategies on the basis of only two aspects: the price and quality of their products. When the competition became enormously big, people started searching for new ways of attracting customers and turning them into clients, in other words, people who buy from a company on a regular basis. At that time customer service was born. Customer service is usually defined as an act of taking care of the customer's needs by providing and delivering professional, helpful, high-quality service and assistance before, during, and after the customer's problems are solved. Today it is a vital part of every successful business.

The digital age gave us access to an enormous amount of information. As a result, it is a big challenge for the companies, for they have to work hard to grab customers' attention and, which is even more difficult, to hold it.

The aim of this research is to define what kind of customer service is provided by companies from different industries and countries. Six companies were taken for analysis and comparison. To determine and compare the companies' approaches to customer serv-

ice, we used Wikipedia, business review sites and the companies' websites. The companies under consideration were Marko and Acemarks (shoemaking companies), Luch and Victorinox (watchmakers), Vizer entertainment and Adobe (IT companies).

The research showed that none of these companies neglect customer service, on the contrary, they highly value it as it gives them another competitive advantage. Also, besides providing good products' quality and reasonable prices each of these companies goes for an extra mile to satisfy their customers and clients. The companies share one goal — to fulfill people's needs in the best way they can, though they use different strategies and tactics. It encourages competition and forces companies to evolve.

This research cannot be complete without an analysis of the customers' perspective. The analysis of the customers' reviews showed that people expressed their satisfaction with the companies that provided great customer service. The things that people valued the most were long warranty, free shipping and returns, membership system, and individual design. Some of the reviews were emotional. It proves the fact that customer service as important as price and quality are.

In fact, the ratings of Western companies were higher than Belarusian companies' ones. It may be explained by the fact that western companies have much more experience in this field since their businesses have been developing for quite a long time while our local companies are much younger. However, they still have a huge potential for development.

The results of the analysis provide compelling evidence for a positive answer to the question of this research. Today customer service along with the price and quality determines either a company's success or failure.