



"INNOVATIVE ACHIEVEMENTS IN SCIENCE 2024"

BASIC PRINCIPLES OF RATIONAL ORGANIZATION OF THE SERVICE PROVISION PROCESS

Bo'tayev D.E

Assistant of department of "Marketing" SamIES

Abstract: *In this article, the main principles of the rational organization of the service process and its specific features are studied by the author. As a result of the research, scientifically based suggestions and recommendations were developed by the author.*

Key words: *service, service provision, organizational mechanisms, basic principles.*

The main task of organizing public services is the development and implementation of rational forms and methods of service. It is always difficult to rationally organize the service process, to better satisfy the ever-increasing needs for services and at the same time improve the use of means of labor, objects of labor and living labor itself in the process of providing services - this requires serious theoretical research. Therefore, as a science, the organization of public services studies the most general patterns of bringing services to the consumer, the application of which in practice makes it possible to find effective forms of activity of labor collectives of service enterprises to more fully satisfy the solvent demand of the population for services at the lowest cost.

The process of providing services at service enterprises includes processes for servicing the client and processes associated with the implementation of the service itself.

A rational organization of service provision should ensure:

- minimum client costs for using services;
- minimum possible terms for providing services;
- creating maximum convenience for customers when using services;
- high culture of customer service;
- high quality of services provided
- creating conditions for performing services with minimal expenditure of labor and financial resources of the enterprise.

Both in the production of new products according to orders from the population, and in the restoration of the consumer properties of objects (goods), in the structure of the process of providing services, there will definitely be customer service processes and processes for performing services (main and auxiliary). Moreover, the structure of auxiliary processes at service enterprises (as well as in



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other sectors of the national economy) practically coincides. Significant differences will be observed in the composition of the elements of the main process, as they are associated with the corresponding technology for performing services. Technology is understood as methods of consistently changing the state, properties, shape, size and other characteristics of an object of labor.

A feature of organizing the process of providing services is that even within the same enterprise its structure can be different.

Table 1

The structure of the process of providing services for tailoring products according to individual orders of the population

<u>Sequence of work performed</u>	<u>Contents of work</u>	<u>Types of processes</u>
1. <u>Accepting an order</u>	Choosing a style, selecting fabrics and accessories, taking measurements, placing an order	<u>Service process</u>
	Measurement of length and width, quality control of material.	<u>Helper process</u>
2. <u>Preparing the product for fitting</u>	Laying, chalking, cutting out cut details	<u>Main process</u>
	Control of cut detail parameters	<u>Helper process</u>
	Transport and movement operations manually or using conveyors	<u>Helper process</u>
	Wet heat treatment of parts; duplication; sweeping away product details for fitting	<u>Main process</u>
3. <u>Product try-on</u>	Trying on the product at the customer's location, clarifying individual components and product details with the client	<u>Service Process</u>
	Have the product cut by a tailor, clarify the types and nature of work with tailors	<u>Helper process</u>
4. <u>Having sent the product to readiness</u>	Manufacturing of finishing parts, wet-heat treatment of parts; product assembly	<u>Main process</u>

The social function of advertising is to save public time. Thus, with sufficiently complete information from the population about the types of services provided and the forms of service offered, the operating modes of the enterprise, the timing and



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cost of fulfilling orders, there is no need to issue certificates regarding the use of services, and the service process becomes more rational.

The economic function of advertising is to stimulate the formation of people's needs for services, ensuring a balance of supply and demand for services by distributing intelligible and convincing information among the population about the consumer properties of services and their profitability for the customer.

The educational function of advertising stems from its role in the formation of reasonable needs, healthy habits and good taste in people, in overcoming biased opinions in matters of using services as a result of providing reliable information about the work of service enterprises, presented at a high artistic level.

The general content of advertising in the service sector should provide the consumer with the opportunity to receive services that are useful and rational from both consumer and aesthetic points of view.

Thanks to the growth in the well-being of certain groups of the population, categories of consumers with new needs and requirements for services have emerged. Financially secure consumers have high purchasing power and a great need for a wide range of services that increase the comfort of their lives.

Service organizations began to pay more attention to the individual needs of consumers and began to adapt to more stringent requirements for quality of service. Competitive relations have emerged between domestic and foreign organizations entering the Russian market. Competition in the service sector quickly became noticeable.

The competitive situation was an additional incentive for the development and improvement of the work of service enterprises in Russia, the search for new consumers, the formation of a range of services for wealthy and low-income segments of the population with corresponding prices for services.

New areas of service activity have emerged that meet the modern needs of both individual consumers and organizations (banking services, tourism services, information services, security services for personal, information, and financial security).

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