

**POSSIBILITIES FOR IMPROVING CUSTOMER SERVICE PROVIDED
BY COURIER COMPANIES OPERATING IN THE REGION OF
VARNA**

**Assoc. Prof. Dr Donka Zhelyazkova,
PhD student Maria Tokusheva**

Abstract

Customer service is an important aspect of the economic activity of companies, particularly under conditions of competitive pressure which are typical of the courier services sector both on the national, and on the regional scale.

The current parameters of the market environment trigger the interest in courier companies and their problems in the sphere of services. Knowing your customers and their expectations is at the root of company success, which necessitates also their methodical study by means of scientifically grounded methods. For the purposes of the present study there is used the survey method, which allows for the systematization of information regarding the end users' evaluation of the various aspects of the process of providing courier services on the part of companies operating on the territory of Varna region. Based on the accumulated array of information there are revealed possibilities for improving customer service in the region.

Keywords: *couriers, customer service, possibilities for improvement.*