

the qualities of a manager and creativity. Therefore, a person who has mastered art management will not have to complain about the lack of demand.

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УДК 656.078

RECOMMENDATIONS FOR IMPROVING AIRLINE SERVICE

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Резюме – в данной статье рассматривается понятие сервиса, клиентского опыта, их роль в развитии стратегии авиакомпании и рекомендации по улучшению качества сервиса.

Resume – this article discusses the concept of service, customer experience, their role in the development of the airline's strategy and recommendations for improving the quality of service.

Introduction. In a market economy, the goal of any business is to increase profits. To achieve this goal, companies try to find ways to reduce costs, increase the number of goods and services provided, attract new customers, etc. However, when it comes to the airline industry, the key to success is to improve the quality.

Main part. In general, service can be described as a solution to a customer's problem before it manifests itself. The service includes all areas of business, not just those where there is a direct interaction with a client, any activity affects the quality of the service. Customer service exerts a multiplier effect: it multiplies results achieved by advertising, marketing, and sales [1]. At the heart of this effect is the phenomenon of word of mouth, when consumers create and strengthen positive reputation in the market with their favorable reviews. Thus, the function of the service is to create a desire among customers in order to continue cooperation with the company by forming positive associations. It means that the main focus of the company should be consumer satisfaction.

A conscious attitude to the quality of service as a competitive advantage of a company has become a global trend. 81.6 % of organizations agree that customer experience offers a competitive edge [2]. Despite the fact that customers' ideas about quality service are constantly changing, the basic requirements remain the same. Customers want courtesy, willingness to help, enthusiasm and professionalism from the company's employees. An example of a company that

has taken the above into account is Southwest airlines. Southwest has set an example of quality service and has established itself as an excellent employer. Its mission statement has always governed the way it conducts its business: “We like to think of ourselves as a Customer Service company that happens to fly airplanes (on schedule, with personality and perks along the way)” [3].

There are some recommendations for improving the service of airlines:

1. Regularly conduct market research to analyze your clientele and its habits, lifestyle, needs, expectations. Develop improvements based on the received data and implement them into the airline’s strategy.

2. Pay attention to complaints. An increase of complaints provides an opportunity to fix problems that the company might never know about.

3. Hire "your" people and form a common vision of the purpose of the company’s existence. An organization is its staff. It is vital to bring together people with the same values and views in order to realize the mission of the company. Remember that it’s more important to hire staff with the right attitude than the best skills. Skills can be taught, but views cannot be changed.

4. Organize continuous staff training. Company employees must keep up with the times and meet the new standards of quality service in the industry.

5. Invest in new technologies. Create a convenient and understandable website, develop an application where a client can track his flight status, change tickets and see all the necessary information about the company.

6. Bring changes to the entertainment service. Give passengers a choice of inflight activities such as Wi-Fi, music services, electronic libraries, etc.

7. Centralize company processes using electronic means. Create a digital workplace for employees to empower your team to communicate better and make decisions faster, which is make work more efficient.

8. Schedule flights in the most efficient way. The schedule should be made thinking not only about reducing costs, but also taking care of passengers. It is important to keep flights on time and minimize the impact of delays or cancellations on other flights.

Conclusion. Improving the quality of the airline’s service helps to enhance the reputation of the air carrier, and as a result, distinguishing it from competitors. In the internal relations of the company it becomes possible to attract the best specialists in the labor market, improve relations in the team and minimize staff turnover. A dedicated team of employees who provide warmth and comfort to passengers can help build brand loyalty, retain existing customers, and attract new ones. All of the above allows the company to increase profits, which means it is an effective development strategy for the airline.

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УДК 330.113

THE INFLUENCE OF GLOBALIZATION ON THE MODERN SOCIETY AND ECONOMY

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Резюме – в данной статье рассматриваются характерные черты глобализации. Более глубоко анализируется данная тенденция в экономической сфере, выделяются основные плюсы и минусы данного процесса в современном обществе.

Resume – this article examines the typical features of globalization. The trend is analyzed more carefully in the economic sphere, the main pros and cons of this process are highlighted.

Introduction. Globalization has become an important aspect of the modern world system, one of the most influential forces determining the further course of development of our planet. It covers all spheres of public life. This confirms the relevance of the topic under consideration.

The main part. Globalization is a broad term describing the process or trend towards the unification of many countries in economic, political and cultural terms. Based on the definition, it becomes clear that globalization is a process that affects a huge number of different aspects of human life. The benefits and difficulties that it brings are unevenly distributed, not only among States, but also among individual citizens, which, in turn, also makes it difficult to achieve a full understanding of the reality of globalization and generates acute inexhaustible discussions on the task at hand. The main factors of globalization, which led to the further interdependence of economic and cultural activities, were achievements in the field of transport and telecommunications infrastructure. It is worth noting that the development of communications, free movement and movement of capital, international transportation of goods, among other things, play an important role in the development of globalization. This trend can be divided into three main components: economic globalization; political globalization; cultural globalization [1].

Let's consider the concept of economic globalization. It was in the economic sphere that the first signs of globalization appeared. Economic globalization is a global phenomenon in which the economy of one country can significantly depend on others. Most of the allied countries supply each other with the necessary resources. The advantages of this process are also based on the fact