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Thus, customs examination is a set of studies which purpose is to establish the quality of the goods, their safety and origin, compliance with certain standards and norms, and most importantly, the protection of the economic, national and cultural interests of the country.

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PSYCHOLOGICAL FEATURES OF COMMUNICATION WITH CUSTOMERS

Психологические особенности общения с клиентами

Макухин Д. И.

Научный руководитель: преп. Мойсеёнок Н. С.
Белорусский национальный технический университет

Customer service involves much more than answering questions over the phone. Responding to tickets through email, live chat, and social media are equally important communication channels for customers. While there's plenty of overlap in the customer service skills required to do a great job, each customer service channel benefits from a unique approach to these skills.

For example, there are important customer service skills associated with phone support, such as empathy, the ability to “read” a customer’s emotional state, clear communication, and friendliness. But emotional cues are much harder to read in writing, so additional customer service skills for newer customer-facing channels need to be developed and improved upon in order to make those channels more viable for customers.

The customer support managers usually look for team members that can demonstrate real customer service skills. Prepared examples listed below are the

good customer service skills that all customer service professionals strive to master.

1. Mirror a customer’s language and tone.

Part of the job in customer service is mirroring a customer's language and tone which can help create a connection. Customers respond well when the help they are receiving is coming from someone who's clearly level-headed.

2. Acknowledge the customer.

Customers need feel to be heard, so tell them that you understand the reason for their call. They will appreciate the touch of empathy and it will go a long way towards making an angry customer's experience much better. Customer service that accurately recognizes what bothers the customer comes off as more human and reflects well on the company.

3. Summarize your help.

You have to listen to a customer's problems in order to repeat information to them with supportive language, and do so in a way that summarizes the help that you’re providing them. Being able to adequately communicate all that you are doing to help is a top job skill for customer service agents.

4. Use templates.

For efficient customer service, you will want to use templates that include some pre-written text. Templates are like guidelines — they should not be overly rigid and unwavering, but can provide a helpful structure for common responses (like a list for step-by-step responses). Even though the whole team can use it to personalize their own answer before replying to customers. This leads to a more personal interaction and a more fulfilling customer service job.

5. Be considerate of timeframes.

Emails, especially a first response, need to be answered within a defined timeframe. A great email support agent will prioritize their responses by urgency and how long they have been sitting for.

6. Always use a considerate tone over email or text.

Tone can be hard to decipher over chat, especially since the responses can be short, quick, and incomplete. It is an essential customer service skill to choose your words carefully. A good rule of thumb is to use a gentle, informative tone — patience is a critical ability when faced with a very frustrated customer.

Be comfortable with multitasking.

Live chat agents are expected to handle more than one chat at a time, which is a skill in itself. Great multitaskers do not lose sight of the bigger picture as they're bombarded by questions. Be careful not to handle too many chats, or your customers will be waiting too long between responses. You can always put a chat “on hold” if you need more time to find an answer, but just like with phone support, set their expectations first!

8. Look for cues if something is unclear.

Sometimes it is hard for customers to express themselves by writing, so do not read too quickly and jump to conclusions. It takes a lot of training to understand the nuances of different customers, but it is part of what makes someone successful at a job in customer service. For example, someone that works in sales might come off as assertive while you are providing them support, while an engineer might need complex technical details to see their problem solved. Being able to read specific cues is a problem-solving skill that can give agents a better idea of how they can help.

9. Always respond on social media.

Always respond to a customer's social post — especially when they need help. Even if you can not answer right away, make quick initial contact with them and let them know where and when you'll respond. Providing speedy responses means you have got to be adept in addressing a customer's problem in a precise and polite tone.

10. Don't take obvious bait.

The exception to “always respond” is when you are confronted with an obvious attempt to create an altercation in a public space. These comments are often directed at the company itself, and sometimes other people will quickly take the bait. Most organizations know they can not afford to have a customer service agent who makes mistakes on social media. The damage to the company's reputation can be far-reaching.

Determine if something should be handled by support or another department.

Social media contacts occasionally walk a line between something that should be handled by support and something that should be handled by marketing. It's an important skill that an agent will know what should be a ticket and what should be forwarded to another team.

All of these methods of communication with customers are partly ways of manipulating them. However, there is nothing wrong with that if it happens unobtrusively and helps you in your work. Whether you will make full use of them or in part or not at all — it is up to you to decide. If you want your customers to come back to you again, it is worthwhile to develop an internal standard for communication with company customers for your employees, as well as train all personnel in the rules of behavior with customers.

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PARTICULAR QUALITIES OF MOVEMENT OF GOODS IN IN-TERNATIONAL MAIL

Особенности перемещения товаров в международных почтовых отправлениях

Маринич А. А.

Научный руководитель: преподаватель Мойсеёнок Н. С.
Белорусский национальный технический университет

Nowadays, there is an increase of international mail cross-boarding caused by the growth in sales through the network, online stores, as well as an increase in attempts to move goods that are prohibited or limited for sending by post.

International postage is parcels and written correspondence that are subject to postal exchange under acts of the Universal Postal Union. In accordance with Article 4 of the Customs Code of the Customs Union, postal correspondence is mail items accepted for shipment outside the Customs territory of the Customs Union, entering the Customs territory of the Customs Union or following transit through this territory and accompanied by documents stipulated by acts of the Universal Postal Union. The movement of postal correspondence includes not only the services of postal operators (packing, receiving, shipping, temporary storage, handing), but also the application of Customs formalities for such goods.

To ensure the safety of its customers, employees and the general public, a post prohibits or restricts the sending of certain potentially hazardous items, such as flammable, toxic or poisonous liquids, including most paints; items that could be harmful to employees or members of the public; items that are prohibited by law; items that are prohibited by any federal, state or local government of any country to or through which the shipment may be carried.

Customs transactions in respect of goods sent in international mail, shall be made by the Customs authority at international postal exchanges or at other places designated by the Customs authority.

The postal operator, at the request of the customs authority, presents international mail for customs inspection. If goods sent in international mail do not