

– evaluation and improvement of training results: implementation of a training results data collecting and analyzing system, which will allow problems identification and making appropriate adjustments to training programs.

In result, following these recommendations, enterprises will be able to ensure the successful personnel development in the system of internal consulting, which will contribute to the improvement of management efficiency and the strategic business goals achievement.

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DIRECTIONS OF IMPROVING THE QUALITY OF SERVICES OF TRANSPORT ENTERPRISES

The modern development of the national economy is characterised by integration processes in the international economic space and the orientation of structural changes in favour of the service sector. In the context of these transformations, the question of the need to improve the quality of services as a key factor in ensuring the competitiveness of

national industries inevitably arises. Therefore, the most important problem of the transport and logistics complex is to improve the quality of services, which significantly affects the efficiency of the entire industry.

The problem of transport service quality should be considered in different aspects, each of which has its own purpose and therefore requires a detailed study. The economic aspect of service quality remains the most complex, and therefore the least developed. Its peculiarity lies in the fact that the economic side of quality is manifested only in the process of service provision.

Economic science studies not consumption itself, but the result of a particular use value. From an economic point of view, it is not the properties of transport services themselves that are important, but the extent to which they satisfy a social need.

The factors that determine the quality of transport services include those aimed at achieving results and the quality of the process. The first group of factors includes: reliability – when they are trustworthy and meet the needs of customers; accessibility – how access is provided and what the waiting time is; reputation – when customers can trust transport organizations; safety – services related to safety and risk for customers and understanding their needs in terms of what transport providers do to identify them [1].

The second group includes such factors as staff politeness, competence, communication skills, and no factors that take into account how the image of transport services is affected by the appearance of employees, service premises, etc.

When assessing the quality of transport services, users pay attention to the compliance of the expected result, which is formed by their practice of using transport services, feedback from other customers, advertising and other forms of communication.

In order to improve the performance of enterprises, it is necessary to close the gap between the expected and actual quality of various transport services, which is caused by

an incorrect assessment of user expectations, misunderstanding of the quality of services, low quality and inaccurate advertising [2].

The quality of transport services is the degree to which a particular need is met. In the context of market relations and the entry of transport into the Western European system, the quality of transport services is becoming increasingly important, with the main measure being standards developed on a scientifically sound methodological basis.

Improving the quality of transport services is an important factor in increasing the revenues of the industry's enterprises, which in the current environment, along with their availability, has become the main key to success in the specific struggle for additional funds to support the development of innovative processes in transport. Ensuring high quality transportation means taking full account of the interests of service consumers and being prepared to offer new types of service that are in demand, and, based on market research, forecasting future needs, finding ways and methods to attract cargo owners and the public to various types of transportation [3].

In today's environment, there is no other way for transport companies to overcome the crisis and ensure the survival of the industry than by improving the quality of services, expanding their range, and working with customers in a professional and civilized manner.

All possible consumer properties or characteristics of passenger transportation should be combined into groups of quality indicators, such as information services, comfort, travel speed, baggage safety and passenger safety. In addition, economic indicators of services (the cost of delivering passengers from the point of departure to the destination), as well as the cost of additional services along the way, are additionally taken into account.

Consumer characteristics of freight transport, which reflect the quality of transport services provided to enterprises, are the timeliness of delivery and safety of transported goods. For companies with continuous production, along with timeliness, the

rhythmicity of raw material supplies is used. When assessing the quality of freight transport, economic efficiency indicators are taken into account.

Requirements for the quality of transport services are manifested through the specific needs of individual passengers and cargo owners, as well as through the specifics of the functioning of enterprises with a view to their rational provision of services, so their quality will largely depend on the requirements of users to the conditions and results of the transportation process.

The above description of the quality indicators of transport services allows us to imagine the complexity of the transportation process when it comes to determining which of the options under consideration should be preferred. These issues are solved at all levels of planning and management of transport operational activities on the basis of the methodology for determining economic efficiency in the new conditions of operation of transport enterprises.

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