

NIVELUL DE SERVIRE A CLIEŢILOR DIN PERSPECTIVA LOGISTICII

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Abstract:

Although most senior manager agree that customer service is important, they find it difficult to explain exactly what it is and does. However we have identified three facets of customer service: customer service as (1) an activity, (2) performance level and (3) management philosophy. Corroborating these dimensions, this paper argues that excellent customer service is to add value for all members of the supply chain. The need for viewing logistical requirements across time can be illustrated using the product life-cycle framework The paper identifies the three facets of customer service: availability of goods, operational performance and service quality. The paper concludes that in order to implement a basic service platform, it is necessary to specify the level of basic service commitment to customers and performance at a level above basic service represent extra commitment justified by the unique business situation.