

CONDUCTING MARKETING STUDY ON THE EXAMPLE OF «NOVA POSHTA» LLC

The aim of this study was to investigate the reliability and speed of express delivery throughout the country. On the basis of this study the table of reliability, time and delivery service has been built.

The Nova Poshta network consists of more than 2,200 branches, more than 1,400 Post offices for sending and receiving parcels and 37 sorting and reloading Terminals. The geography of the Nova Poshta network in Ukraine covers almost 1,000 cities and villages. In addition, to delivery to the branch, the company provides address delivery in more than 28 000 settlements. Nova Poshta has a fleet of more than 3,000 cars. In 2015, the company delivered about 100 million shipments across Ukraine. In 2014 Nova Poshta entered international markets, opening offices in Moldova and Georgia. Within a year, in the fall of 2015, the company launched an international delivery service in 200 countries. The total staff of the company exceeds 18,000 people [1, p.116].

Nova Poshta, a leader in the express delivery market in Ukraine, provides fast, convenient and reliable delivery of documents, parcels and cargo to any part of the country.

The company's goal is to make delivery easy for life and business, to simplify life of its customers. To do this, the team of Nova Poshta introduces new products and services, focusing on international standards and the best world experience.

Indicators of Nova Poshta LLC

Reliability of delivery

Indicators	Units of measurement	Value	Dynamics
Cargo damage	%	0,0260%	0,0049%
Loss of cargo	%	0,0022%	-0,0009%
Delivery time			
Timely to the branch	%	99,35%	1,12%
Timely to the door	%	98,55%	0,54%
Timely seized cargo	%	99,81%	0,13%
Service			
CSL Satisfaction with the service	Bali	8,19/ 9	0,02
NPS Willingness to recommend	%	57%	0,00%

Reliability of delivery

Cargo damage – the share of cargo damage in the total number of shipments.

Loss of cargo – the share of lost cargo in the total number of shipments

Delivery time

Timely to the branch – the timely arrival of cargo at the branch.

Timely to the door – the timeliness of address delivery.

Timely picked up cargo – the timeliness of the address collection of cargo.

Service

CSL Satisfaction with service – level of satisfaction with Nova Poshta customer service

NPS Willingness to recommend – willingness to recommend Nova Poshta to your friends and acquaintances [4].

The results of a survey conducted by the international marketing bureau iVOX showed that 83% of respondents trust the Nova Poshta brand the most. This makes the company a leader in trust among all the companies that participated in the study.

About 87% of respondents used the services of Nova Poshta in 2014, and 93% plan to do so in the future.

The consumer loyalty index (NPS *) to the company also reached record levels and amounted to 51%, which is 35% more than the nearest competitor in the category of «shipping services». Note that high rates of trust in the company are observed in all respondents, regardless of gender, age and size of the settlement.

Once again, Nova Poshta confirms the title of the best company in the express delivery market. The results of the study speak for themselves. We are trusted more than any other company in Ukraine, most of the country's population uses and plans to use our services in the future. Nova Poshta was able to completely change the consumer's outdated perception of mail in general and force market players to follow our example [3].

Advantages:

- Nova Poshta works with small, medium and large businesses. It works individually with each client, easily adapting to his needs. There are comprehensive solutions for both business and online stores.
- Modern methods of cargo sorting guarantee their safety, as well as timely and accurate delivery.
- The unique scheme of the organization of internal logistics, modern park of trucks and a wide network of branches guarantees to clients the fastest delivery of freight to any corner of Ukraine.
- Opening of Nova Poshta branches in every town of Ukraine. No need to look long – the office is nearby.

Disadvantages:

- When unloading the order, the sender's data is changed to random from the list of old senders.
- Sending a parcel to the wrong address.
- The company delays payments to employees [2].

In conclusion it should be noted that the facts of marketing research prove that "Nova Poshta" provides express delivery services with the highest quality.

REFERENCES

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