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IMPACT ON SERVICE QUALITY IN COURIER INDUSTRY USING FINDING NEW TALENT: 3PL CHALLENGE

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ABSTRACT

Third party logistics (3PL) is one of the emerging trend in the world, service provider's role is increasing the global expansion in the marketplace. As the 3PL is advent of advanced IT technology and its growth is also assumed by the supply chain management. More attention is given towards providing improved service for the product delivery process by the courier industry. This paper describes impact of service quality on courier industry based on finding new talent. This study explains the service quality dimension factors are how to influence providing the service by using finding new talent. The research design used for this study is descriptive in nature. Convenience sampling technique was adopted for this survey. The data collection is made with both primary data and secondary data. The term primary data is collected through questionnaire and secondary data was collected from journals, research papers, website and books. The results were presented by using some different charts. Finally the 3PL provider's are implementing the solution of finding new talent, to providing the service will be more improved.

INTRODUCTION

The third party logistics is an emerging trend and also has reduced the complexity of the supply chain management. The development from the year 2000 led to the addition of web based with increased supply chain integration. From the overview of logistics and I have extracted five key elements which are Logistics, Inbound logistics, Material management, Physical distribution and supply chain management, also I have given the overview about third party logistics. The service quality is essential for all the sectors in the world, so I was taken six service quality dimension factors are namely, Reliability, Responsiveness, Credibility,

Courtesy, Communication and finally Tangibles. After the 3PL evaluations I have found out the some factors create the challenge for the particular 3PL industry. This 3PL challenge of finding new talent is creating more impact for providing the service quality, particularly in the courier industry. The courier industry always faces problems such the pricing policy, delivery problems, lack of IT, on time performance, etc. By implementing the finding new talent solution we can create a very big impact for the providing improved service in the courier industry.

LITERATURE REVIEW

A. Gunasekaran, E.W.T. Ngai., (2003), the scope of logistics has changed since the emergence of

new technologies and strategic alliances in order to compete on flexibility and responsiveness. The general problems that arise in corporate logistics include delayed and inaccurate information, incomplete services, slow and inefficient operations.

Wilding and Rein Juriado (2004) they found that cost aspects play a smaller role for outsourcing in the consumer goods industry, the performance measurement systems will require increased sophistication over the coming years and cultural incompatibility and poor communication, may lead to the failure of the third party logistics (3PL) partnership.

Daniel Willner and Stavros Zafeiridis (2012), were studied about the how the 3PL providers could meet the customers' needs better (customer-facing) and create competitive advantage in the 3PL market. To create competitive advantage then to meet the customer needs are the best way because the customer facing is more important. 3PL service providers should focus on selection criteria, incentives and barriers these are elements to create the competitive advantage. The efficiency of 3PL providers can be improved by having deeper co-operation with other logistics providers and this will lead to the competitive advantage.

Jessica Sze Yin Ho, Derek Ong Lai Teik, Felicia Tiffany, Loong Fatt Kok, Tat Yang The (2012), this study was explores that the courier service industry, the term service quality is crucial part of determinant for the customer satisfaction in the courier industry. This paper was applies the variables are timeliness, accuracy of orders, availability of personnel, and the quality of information. These variables are determining most effective dimensions then to provide the prompt service is leads to customer satisfaction.

Mrs. RAHELA TABASSUM M.B.A, M. Phil, (PhD), Dr. BADIUDDIN AHMED M.B.A, PH.D, (2014), the courier firms are cover in the all cities and the rural areas and this is a major economic force in India , this paper was gap determine the services offered for the customer expectations. The business organizational buyers are perceived in the courier firms are to provide the prompt service use of empathetic and reliable.

Rattanawiboonsom, V(2014) found that various factors were affecting the performance of third party logistics and they can be grouped into three suchas contextual factors, uncertainty factors and implementation factors.

C. John Langley, Jr., and Capgemini, (2014) conducted a survey on 18th Annual Third Party Logistics Study, during the year 2014. The Shippers agreed that third party logistic service providers were finding new and innovative ways to improve logistics

effectiveness. The 3PL users indicating that IT capabilities are a necessary to 3PL expertise, it is current study of 98% .This research also resulted in the finding that the 3PL IT capabilities are becoming increasingly important to shippers.

C. John Langley, Jr., Ph.D., and Capgemini., (2016), conducted a survey on 20th Annual Third Party Logistics (3PL) Study, during the year 2016. The success on relationship between the 3PLs and their customers, they have a critical responsibilities are managing customer relationship that focus on availability of capable supply chain services use of IT. As seen in recent years, IT intensive and the customer-facing tend to be outsourced to a lesser extent.

Logistics

Council of Logistics Management (1991) defined that logistics is “part of the supply chain process that planning, implementation, and controls the efficient, effective forward and reverse flow and storage of goods, services, and related information between the point of origin to the point of consumption in order to meet customers' requirements”. Johnson and Wood's definition (cited in Tilanus, 1997) it is use of ‘Five key terms’ are,

1. Logistics
2. Inbound logistics
3. Materials Management
4. Physical Distribution
5. Supply chain Management

Logistics describes the entire process of materials and products moving into, through, and out of firm. Inbound logistics covers the movement of material received from suppliers. Materials management describes the movement of materials and components within a firm. Physical distribution refers to the movement of goods outward from the end of the assembly line to the customer. Finally, supply-chain management is somewhat larger than logistics, and it links logistics more directly with the user's total communications network and with the firm's engineering staff. (Yung-yu TSENG, Wen Long YU, EMichael A P TAYLOR).

Third Party Logistics (3PL)

Terms defined as “logistics outsourcing”, “logistics alliances”, “third party logistics” “contract logistics” and “contract distribution” have been used interchangeably to describe the organizational practice of contracting-out part of or all logistics activities that were previously performed in-house (Aertsen, 1993; Bowersox, 1990; Lieb, 1992; Sink et al., 1996) (Konstantinos Selviaridis and Martin Spring, 2007).

3PL typically specializes in integrated warehousing and transportation services that can be scaled and customized to customer needs based on

market conditions and the demand and delivery service requirements for their products and materials (Forrest B. Green, Will Turner, Stephanie Roberts, Ashwini Nagendra, Eric Wining, 2008).

Service Quality (Donald J Bowersox, David J Closs, M Bixly Cooper)

Some service quality dimension factors are applicable for the courier industry as follows,

1. Reliability
2. Responsiveness
3. Communication
4. Tangibles
5. Courtesy
6. Credibility

Reliability

The reliability is refers to performance of all activities as promised by the supplier. The customers are judge reliability in terms of all aspects of the basic service platform.

Responsiveness

Responsiveness is refers to customer’s expectations of the willingness and ability of supplier personnel to provide the prompt service. This extends beyond

mere delivery to include issues related to quick handling of inquiries and resolution of problems.

Communication

The terms of communication is refers to part of proactively keeping the customers informed. Such as waiting for customer inquiries concerning order status, customers have expectations regarding supplier’s notification of status, particularly if problems with delivery / availability arise. And the advance notice is an essential.

Tangibles

Customers have expected from courier industry regarding the physical appearance of facilities, equipment and personnel.

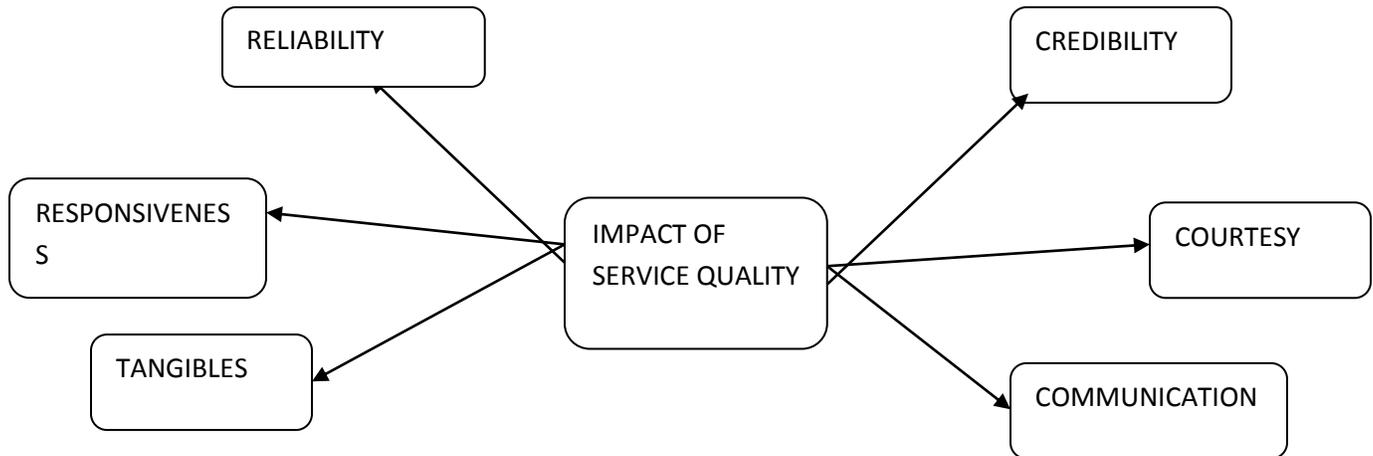
Courtesy

Courtesy involves politeness, friendliness and respect of contact personnel. This can be a particularly vexing problem considering that customers may have contact with numerous individuals in the organization ranging from sales representatives to customer service personnel to truck drivers.

Credibility

Credibility refers to customer expectations that communications from the supplier are in fact believable and honest.

Fig. 1 Impact of Service Quality Model



RESEARCH OBJECTIVES

1. To explores the variables are affected in the service quality
2. To analyze the service quality variables
3. To assess the reasons for the service quality issues

4. To suggests the some decisions are improve the service quality

RESEARCH METHODOLOGY

Research techniques or methods are used to refer for researcher by the research operations. I had made concerning with the data collection.

The research methodology is defined as the scientific and systematic way to solve the problem. The researcher and the respondents are contact each other if the survey method is adopted.

I have made in primary data can be collected in the research survey through questionnaire.

Research Design

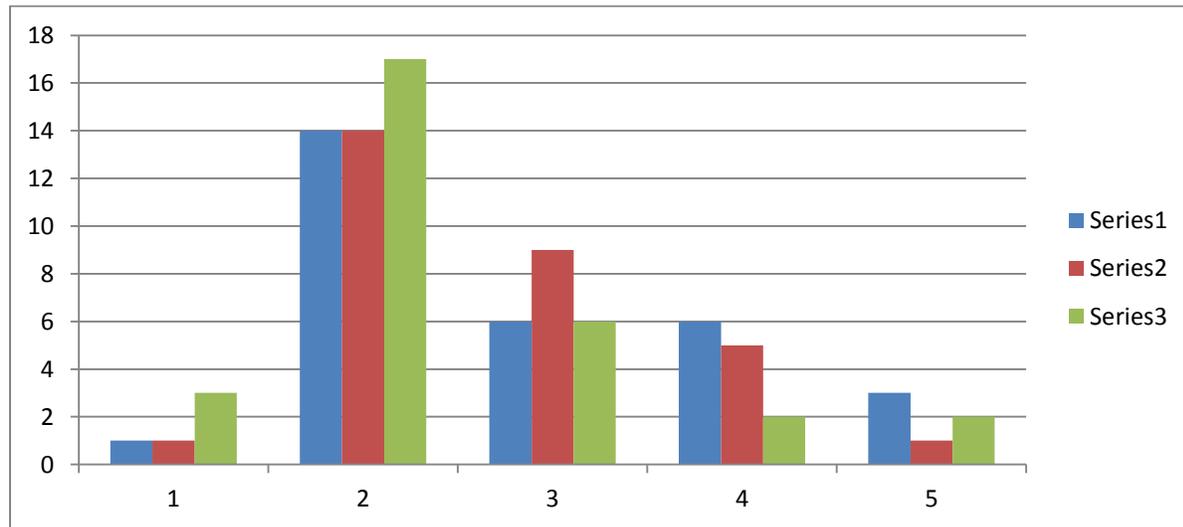
“The formidable problem that follows the task of defining the research problem is the preparation of a design of the research project, popularly known as **Research Design**”.

A descriptive research design is used in this study and the questionnaire was made in five point likert scale.

DATA ANALYSIS AND DATA INTERPRETATION

Responsiveness

Variables	SA	A	N	DA	SDA
Price reduction (large size)	1	14	6	6	3
Pricing policy	1	14	9	5	1
No additional charges	3	17	6	2	2



The variable responsiveness explains 14 respondents are felt the large size shipping products of the price reduction is offered and only 14 respondents are agree with the pricing policy is fair in the courier

Research technique

This paper study is made with non-probability sampling in which is convenience sampling technique is taken. The sample size is 30 samples have taken for this study.

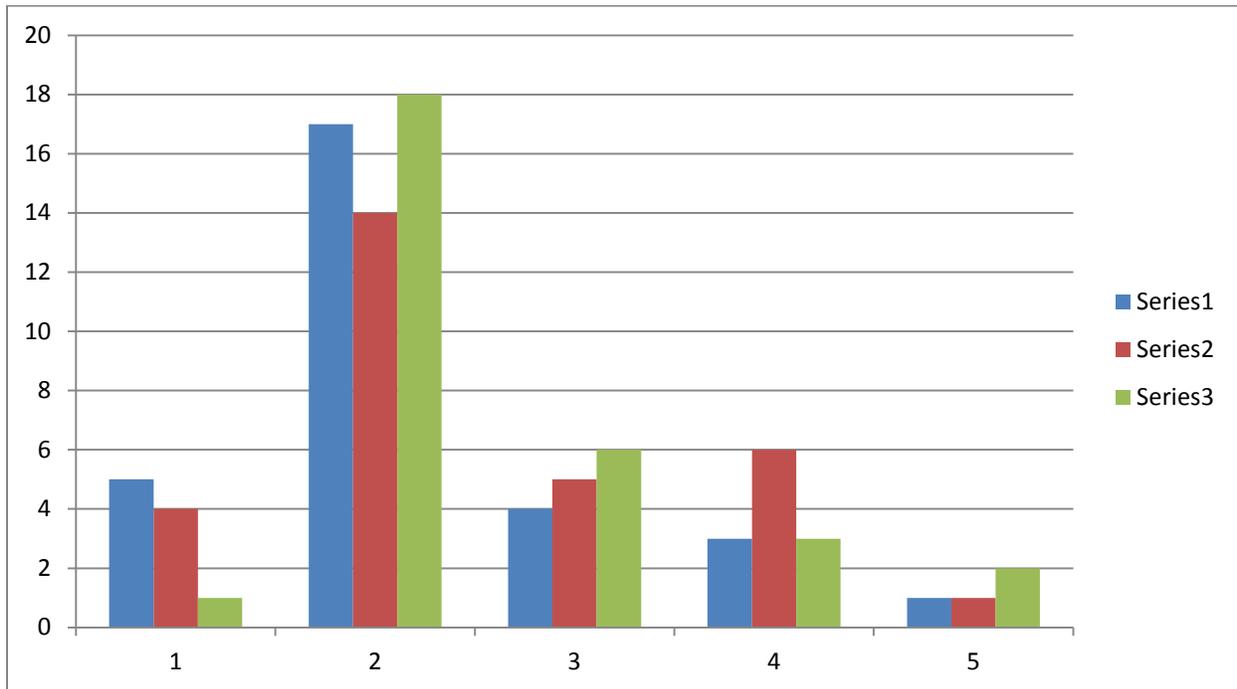
Limitations of the study

1. Taking a survey is qualitative nature is not an easy task.
2. This study was finding the result is limited because based on few respondents.
3. Since the study is conducted in some open ended questions are involved, so confidentiality information’s are not obtained.
4. To provide the service quality it will be improved in different ways but cannot be list out in this study.

office. More than 15 respondents are agree with the additional charges are not paid in the some delivery consignment.

TANGIBLES

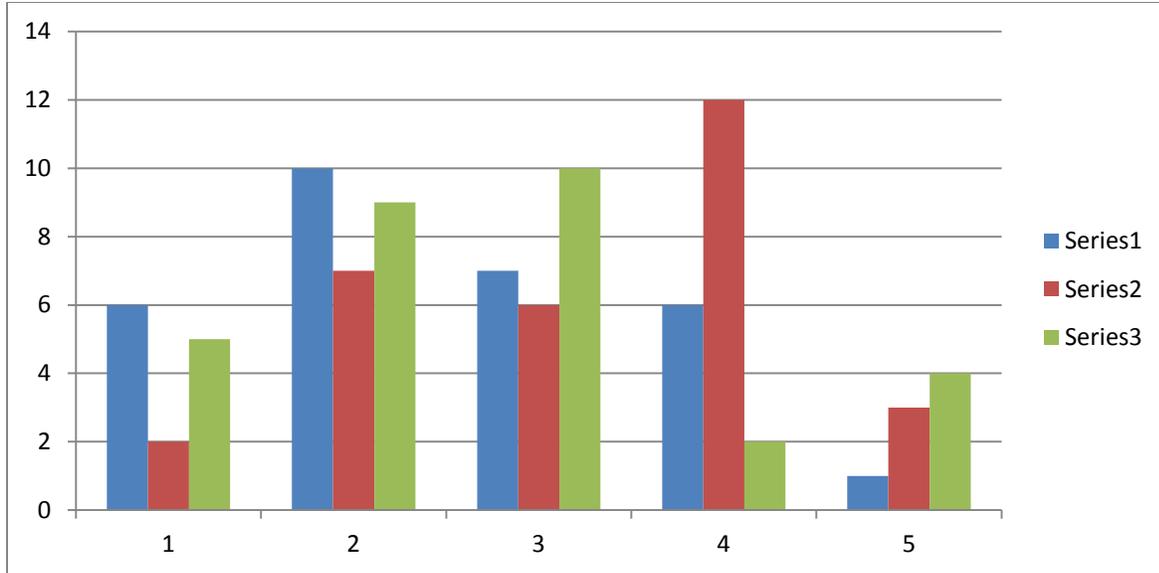
Variables	SA	A	N	DA	SDA
Courier office location	5	17	4	3	1
Providing pen/pencil	4	14	5	6	1
Providing glue	1	18	6	3	2



The variable tangibles is explains more than 15 respondents are well known about the location of courier office and only 14 respondents are agree with the pen/pencil is providing the courier office but some respondents are not agree with it. More than 17 respondents are agree with sealing materials are provided.

Reliability and communication

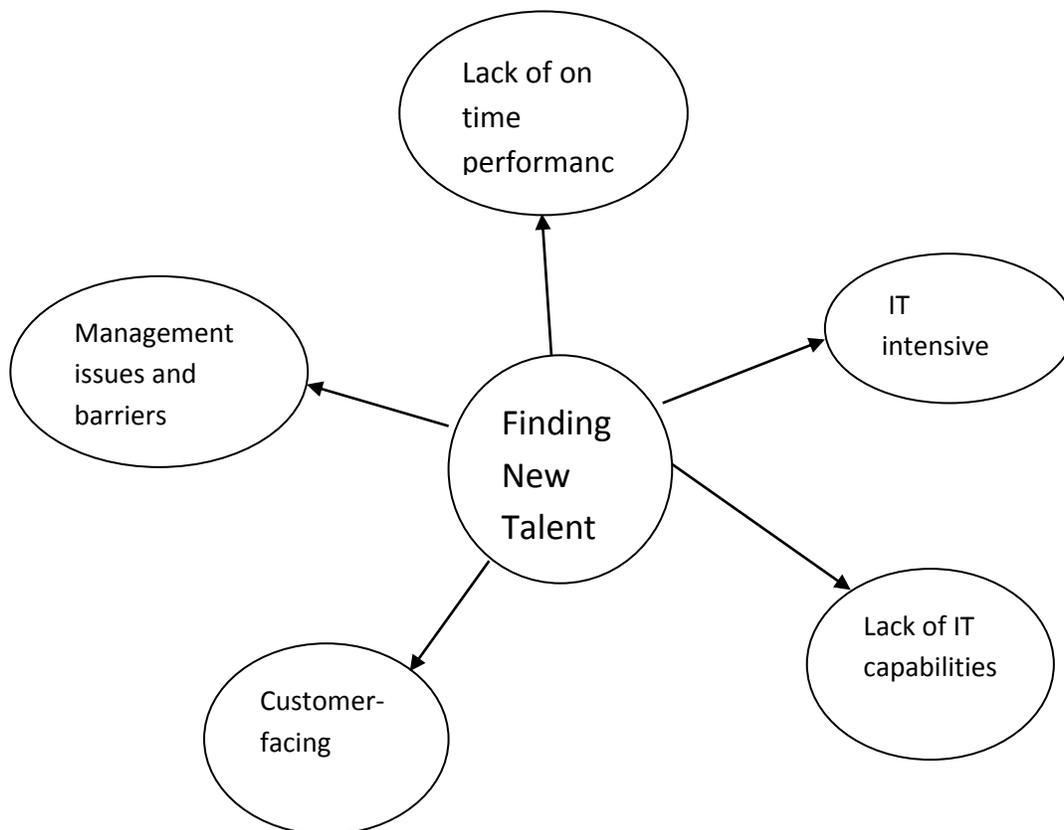
Variable	1 Month	½-Month	¼-Month	3 times a week	Once a day
Courier office use	6	10	7	6	1
variable	SA	A	N	DA	SDA
Wrong shipping products	2	7	6	12	3
Variable	Excellent	Good	Average	Better	Bad
SMS alerts	5	9	10	2	4



The variable reliability is only 10 respondents are used in the courier office is some period of time and the 12 respondents are disagree with the wrong shipping products are delivered. Finally the variable communication only 10 respondents are felt the SMS alerts are delivered is average.

RESULTS

Fig.2 3PL Service Challenge Model



CONCLUSION AND THE FINDINGS

The study of service quality in the courier office and the issues are discussed. The term service quality issues are based on pricing policy, delivery issues, and courier staffs issues, IT based issues, etc. This study was given an idea for providing good service quality in the courier office to overcome these issues based on the third party logistics challenge of finding new talent. The major importance of the service quality is providing well reputed service to the customer. Also it has been revealed the impact of a third party logistics challenge has improved the chances of providing well reputed service. The delivery problems are namely, lack of promised time performance, lack of proper communication, etc. This paper was examined about the service quality in maximum 50% of the service providers make a good performance but the balance of 50% of the service providers performance is bad because the service providers are not interested to resolve the customer's complaints department; this is based on the information providing section. After finding the above solution, this can use for the courier office to provide the standardization of a service.

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