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RAIL CARGO COMPANY AND PROCESS PORTAL

INTRODUCTION

Railway companies should strive to the higher performance, productivity, efficiency, and at all its transformation to the commercial companies, which are responding the market requests. Increasing of the market share and achieving the faster growth in compare with the competition requires applying the manager systems, supporting of the marketing approach and exercising of the information technologies. Customer with his requirements is coming on the central demand in the field cargo transportation too.

Reply to the question how to obtain and to upkeep customers offers the concept CRM – Customer relationship management, which makes possible to understand a great number of individual customers, to adapt the offer their needs, and to know and manage their value for the company. It is more used the potential and possibilities of the internet. In connection to process portals, that presents the extension of the internet portals about the aspect of complex support of customer process, is possible to achieve great competitive advancement for rail company.

CUSTOMER RELATIONSHIP MANAGEMENT

Customer relationship management is a complex of marketing's, communications, sales and services process in a business company supported by organization structure and technologies, which enables systematic managing of relationships with customers and form the offer according to their desires and needs. These relationships have direct influence to the rationalization, optimisation and general effectiveness of all activities, which are connected with these relations.

The fundamental part of CRM is the integrated understanding of the process marketing, sales and services, which termination is according to process activities, as well as the event contact the customer and closing the contract. Efficiency of the CRM process is supported by the IT solutions. The principal fundament of the solution CRM is a data warehouse and the applications which enable to sort and to analyze of the customer data. The key question is the rebinding of all the CRM system components as and the integration with the others business systems and process, as well as to define the sales channels to customers (face to face, telephone, internet etc.). The most important sales channel becomes the internet. The organization should have an integrated view to customer through all the sales channels.

PROCESS PORTAL

The conceptual fundament of process portals creates the internet portals, operational systems, and CRM systems. While the internet portal is only one www site with certain attributes, the process portal is an operational-economics concept that supports the orientation to customer process by using the internet portal. The activities of the process portal are not providing explicitly through the internet, but on the economic ground is the most of activities and information offering through it. The starting point of assessment the user's aspect is the customer's requests that have an influence to their benefits, dependence and satisfaction with the portal services. On the ground of this requests deduced Schmidt [2] the measures, which should take the portal operator, that realize the customer's requirements (saving of time and of expenses, additional benefit, confidence and satisfaction). The point is the retention of neutrality to the business partners by the operation of the process portal.

PROCESS PORTAL OPERATOR

Customer requests a complex of products and services in the transport customer's process. If he looks for it by himself, he must normally contact many operators and forwarders, evaluate their offers and take a coordination of the all process. The modern transport operators' accedes to the support of the whole customer's process. There are offered to customer all the products, services and information on the one place – on the process portal. They are integrators and specialists for the process. There are integrated their services with the services providing by the cooperating partners.

There is necessary to offer to the customer a complex solution of their needs, also aggregate branch product, not only a relocation of goods from point A to point B, but also evaluate the basic product by the additional services (figure 1).

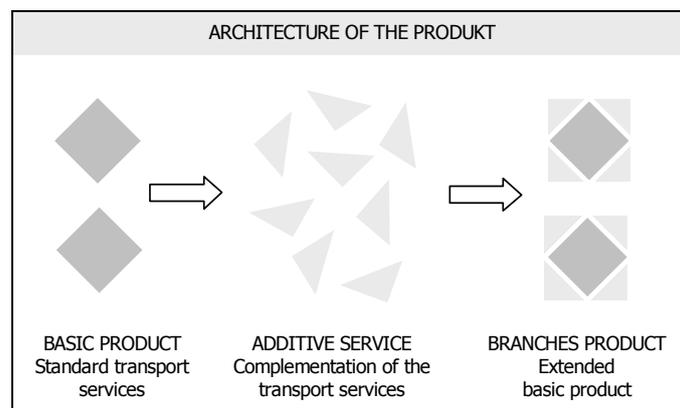


Figure 1. The structure of the branches product

Railway operator as a process portal operator would have great chance to be coordinator of the logistic chain and to be a one subject, which the customer communicates with. The railway operator and his partners create the complex offer of services. It sub serves the role of the forwarder too, whereas prefers a rail transport. There must be provided not only superior transport services, but also an additive and logistic services. By the others providing services must be determined „make or buy“, also if the services will be produced in own conditions (e.g. to buy the freight road vehicles and to provide the distribution by the road to the customer), or make outsourcing. The important think is to catch the neutrality in the face of the partners.

The process portal for transport and logistics should provide from the customer’s view all the services, which the customers’ process consumes. The process portal model includes the process and activities of the portal operator, where the main role plays the CRM process. There is possibility to sort the individual activities according to the intensity of individualization in to standard activities that are provided for all customers and in to individual activities, that are adapted to the individual customers requests. From the view of process portal operator we can classify the activities in the activities that provides operator by himself and that provide partners in the key activities, additional activities and infrastructure activities (IT infrastructure).

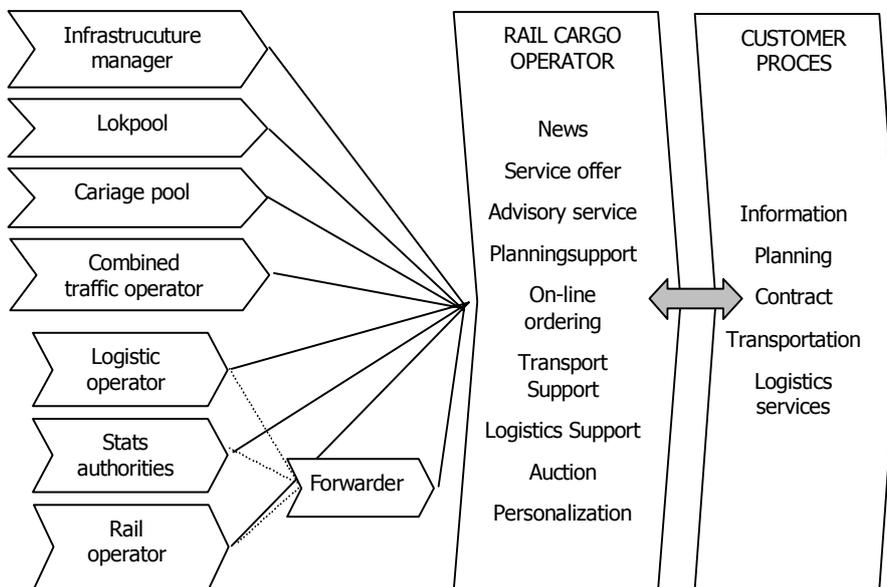


Figure 2. Structure of the process portal

CONCLUSION

Customers evaluate the needs of transporting only as a part of the distribution process of goods, products and their interest is to make the process effectively, quality, and cost effective. In this connection the railway cargo operator offers the whole transportation and logistic plan as a complex product.

Process portal supported by the CRM software solution make possible for the railway cargo operator the supporting of the whole transportation and logistics customer's process and orientation to the individual customers requests by the using of the modern information technologies with a view to obtain the loyal customers in a long term.

Concrete realisation of the designed transport and logistic process portal architecture depends on the rail cargo operator and on its surroundings. The critical factors are the customers, partners' accessibility and existing IT infrastructure. Process portal can help the rail operator to be a leader on the transport market.

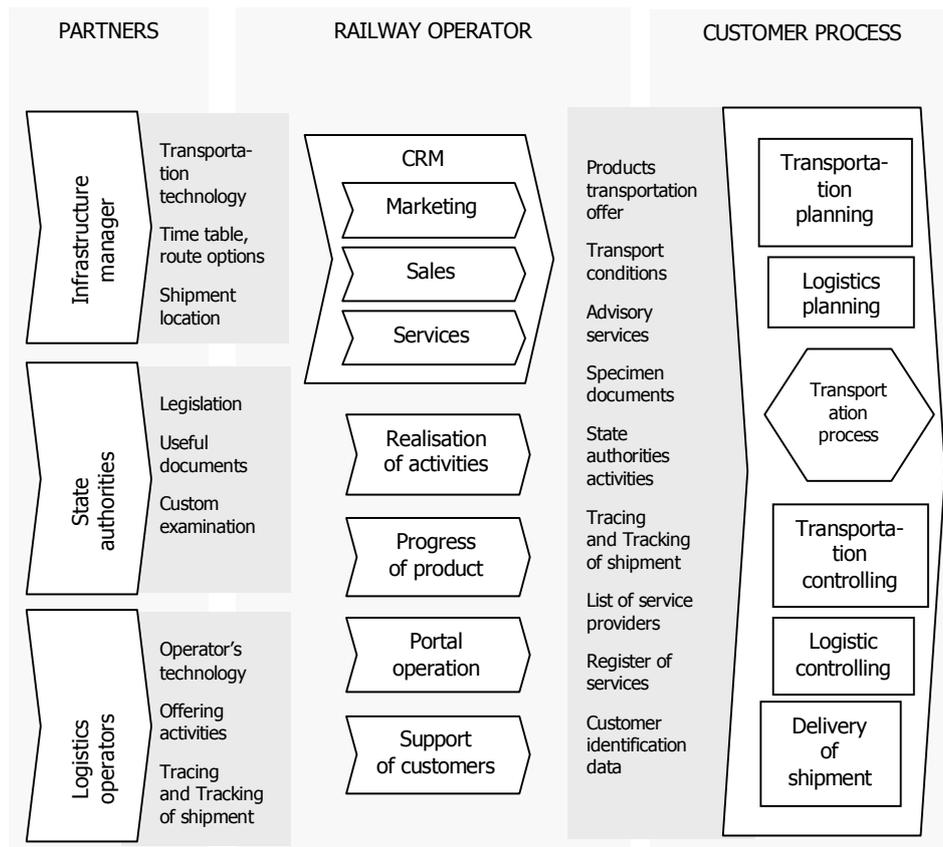


Figure 3. Process portal for transport and logistics

KOLEJOWY PRZEWOŹNIK TOWARÓW I PORTAL PROCESOWY

Nowe warunki konkurencyjne i internacjonalizacja rynku stanowią dużą szansę dla rozwoju transportu. Znaczącym sygnałem dla przedsiębiorstw transportu kolejowego (EVU) powinien być rozwój w kierunku wysokiej wydajności, produktywności oraz transformacja, umożliwiająca przedsiębiorcze działanie, w tym skuteczne reagowanie na wyzwania rynku. Zwiększanie udziału w rynku oraz szybki wzrost w porównaniu z konkurencją wiąże się z wdrażaniem bardziej efektywnych systemów zarządzania, ulepszaniem działań marketingowych i progresem w wykorzystaniu technologii informacyjnych. Głównym punktem zainteresowań przedsiębiorstw, także w zakresie transportu towarów, staje się więc klient i jego wymagania.

Klient ocenia potrzeby transportowe tylko jako część procesu dystrybucji towarów lub surowców a jego wymagania ograniczają się do efektywności, jakości oraz korzyści cenowych, związanych z tymże procesem. W związku z powyższym przez EVU opracowany został kompletny produkt w postaci kompleksowego planu procesów dystrybucji i przewozu. Portal procesowy wspomagany rozwiązaniami CRM-Software umożliwia EVU zaspakajanie popytu na usługi logistyczne i transportowe z uwzględnieniem indywidualnych potrzeb klienta, co pozwala na nawiązanie z nim długoterminowej współpracy.

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