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**TECHNOLOGIES OF CONTACT CENTERS IN CUSTOMER
LOYALTY OF GAS STATION NETWORKS IN KAZAKHSTAN**

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Modern customer service technologies through Contact Centers are actively penetrating all spheres of the economy, where interaction with consumers is important in a competitive market. This is also true for the transport sector, in particular the gas station sphere. In 2019, there were 6,048 filling stations of all types in Kazakhstan, an annual growth rate of 6.4%. At the same time, the rate of retail sales of petroleum products is growing at a slower pace – the increase was 3.1%, and gasoline sales in 2019 even decreased by 2% [1]. An increase in the number of gas stations with a slower growth in consumption leads to competition between networks for a consumer. According to research [2] in the US, gas consumers are increasingly saying that they prefer a particular station for filling. In fact, this percentage in 2019 has almost doubled in six years (from 31% to 59%). Price (59%) and gas quality (47%) are the main reasons for this preference, but reputation and loyalty program with chain (36%) are among the top reasons [2]. In Kazakhstan, gas stations are also introducing loyalty programs to retain customers. So they are used by all major Gas Station Networks, such as Helios, KazMunayGas, Sinooil and others. To be successful, the Gas Station Network must be visible against the competition. Customer focus, the use of information technology to integrate resources, improvement of service is an effective mechanism for leveling market risks and increasing the competitiveness of the gas station business [3]. In this process, an important component is the constant support of customers of gas station networks and loyalty programs through the services and technologies of Contact Centers.

With the participation of the author of the article, Contact Centers were built for the two largest Gas Station Networks in Kazakhstan – Helios and

PetroRetail (KazMunayGas brand), on the basis of which the functionality and requirements for Contact Centers of Gas Station Networks were formed. The goal is to create a one information center, integration with the gas station network's systems, support business processes, in order to provide the necessary information to the customers of the gas station. Main functions: automatic call registration, call distribution, call recording, collection and storage of customer data, call history analytics, scheduling, notification and visual display of incoming information, creating a call queue, forwarding, activating the waiting mode for an answer and others. When building a Contact Center, different adaptive management models are used [4]. The implementation requires a specialized hardware and software, a data processing center, guaranteed power supply and a set of alternative channels, specially equipped premises located at different addresses to reserve the main contact center. It is important to have qualified operators, IT engineers, mentors, supervisors, and a psychologist. Requirements for the quality of functioning of the Contact Center: 1) the service is provided 24/7/365; 2) for Kazakhstan, the service is provided in Kazakh and Russian; 3) software and hardware complex and channels must have 100% redundancy; 4) the number of not accepted, rejected, not processed voice and digital calls should not exceed 10% of the total; 5) the customer's waiting time should not exceed 20 seconds. Thus, in the competitive market of gas station networks, the construction of a Contract Center in accordance with all the above requirements will allow us to serve all customer requests, which positively affects the quality of service for gas station customers, increases their loyalty and allows achieving the goals of shareholders – the growth of the company's value.

References

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