

339.13.017:656.88

The paper evaluated the postal market customer service based on a typical post office of the city. The presence of the impact of new marketing efforts on the efficiency of the enterprise was set.

**Keywords:** postal services, customer satisfaction, quality of services, postal orders, demand analysis.

... , ... .

» ( )  
(95,86<sup>2</sup>) ~ 43000

~ 230000 (77,2<sup>2</sup>)

(1023,34<sup>2</sup>) ~ 33000

[3].

( .1).

**1.**

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		<b>1</b>	<b>2</b>	<b>3</b>
1	, . .	3389	3707	4339
2	, . .	4335	5244	7884

**. 2.**

», «

», «

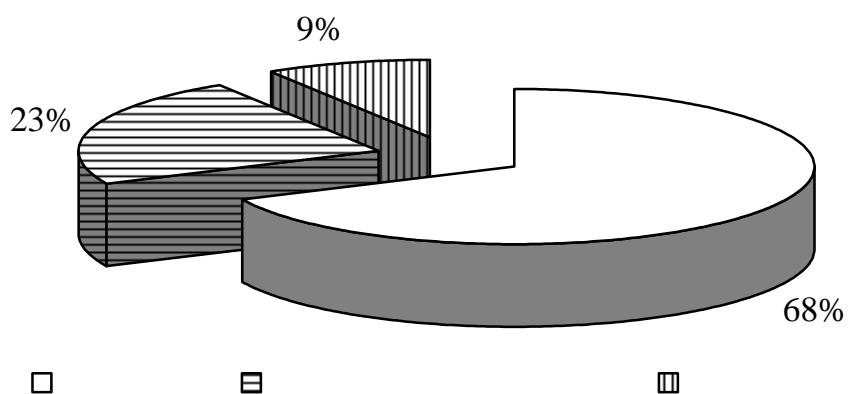
327,4

0,95 [1; 2].

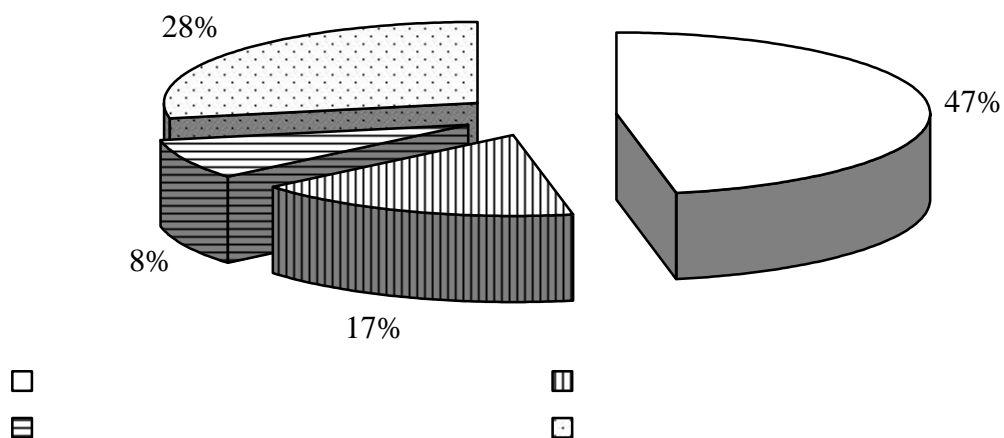
2. , . .

\				
		1	2	3
1		1075,8	1117,3	1539,0
2		61,9	88,7	181,3
3		984,9	1654,2	3033,9
4		513,2	637,8	1013,6
5		85,0	115,1	176,6
6		262,8	237,7	335,6
7		1229,8	1247,2	1398,4
8		1211,8	145,7	210,4

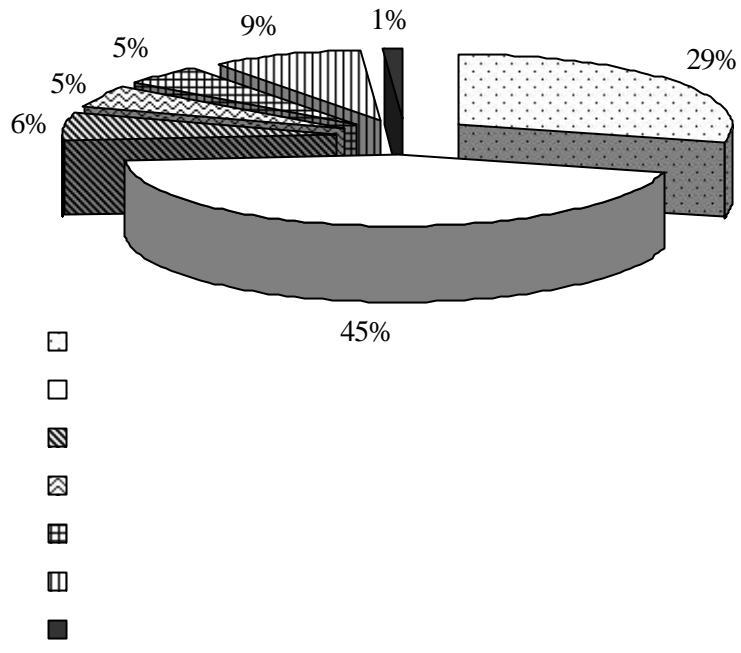
. 1-5 [2].



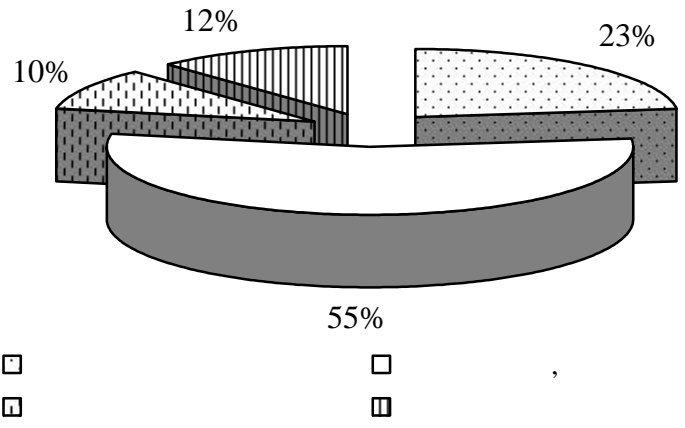
.1.



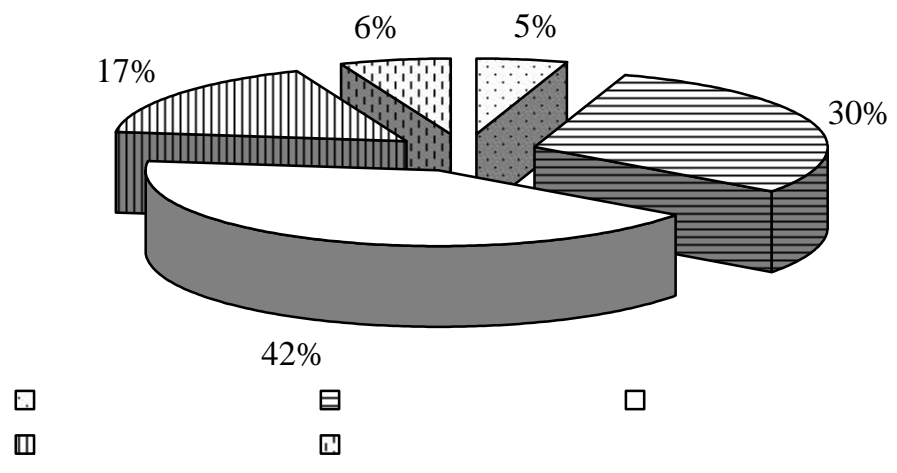
.2.



.3.



.4.



.5.

- :  
 - - 64%;  
 - 40 50 - 30,8%;  
 - 30 40 - 26,5%;  
 - 21,3% 30 - 21,4%;  
 - (42%), (37%), (78%), (32%),  
 (23%), (21%), (10%), (10%).  
 (14%), (10%).  
 [1; 2].  
 ( . 3).

3.

\		( 1), . .	( 2), . .
1	1	37	39
2	2	34	48
3	3	25	53
4		96	140

$$u_1^2 = \frac{3150}{3} - 32^2 = 26;$$

$$u_2^2 = \frac{6634}{3} - 46,7^2 = 30,4.$$

$$u_{1-2}^2 = \frac{\sum u^2 f_i}{\sum f} = \frac{26 \cdot 3 + 30,4 \cdot 6}{6} = 28,2.$$

$$u_i^2 = \frac{\sum (\bar{x}_i - \bar{\bar{x}}) f_i}{\sum f} = 54.$$

$$u^2 = 82,2.$$

$$y^2 = \frac{u^2}{u^2} = \frac{54}{82,4} = 65,69\%.$$

65,69%  
34,31%

$$y^2 = \sqrt{\frac{u^2}{u^2}} = 0,81,$$

3

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1. . . . . , 2000. – 464 . : , (2 .) /

2. . . . . , 2008. – 280 . : . . . / . . . ,

3. . . . . [ . . . ] / . . . //

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