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Evaluation of efficiency is always subjective, because it depends on whose interests and from the point of view of which participant in the delivery it is carried out. The revenues of the carrier are the costs of the shipper, so from the standpoint of the owner of the goods, the efficiency of transportation is higher, the cheaper they are for them. In general, for the consumer of transport services, their effectiveness is determined by the availability of tariffs, ensuring the safety of goods during transportation and reliability of service. While for the provider (carrier) the efficiency of transportation is higher, the lower their cost, the higher the level of payment for their provision and the lower the possible penalties for non-compliance with their obligations.

Therefore, the assessment of the efficiency of delivery of goods can be carried out for the consumer of transport services on the following indicators: the volume of sales of delivered goods in cash (UAH) and in kind (tons, pieces, m<sup>3</sup>, etc.); delivery costs, including damage from loss of goods during transportation and delays in delivery, as well as sanctions for failure of the shipper to fulfill its obligations; the share of costs for delivery of goods in sales; delivery costs per unit weight of goods.

For the carrier, the efficiency of its work can be assessed by other indicators: the amount of income, revenue from the provision of transport services; costs of providing transport services, including sanctions for shortage or damage to goods, delays in delivery and other cases of non-fulfillment of obligations by the carrier; financial result from the provision of transport services (profit from transportation); profit per hryvnia costs. Preference should be given to relative measures that ensure the comparability of assessing the efficiency of transportation of different goods in different conditions.

An integral component of the delivery efficiency evaluation system is not only the determination of the degree of its efficiency, but also the evaluation of the quality of transport services. The normative and methodological basis for assessing the quality of transport services are international and national standards. International Standard ISO 8402 contains the following definition: "Quality is the set of properties and characteristics of a product or service that gives it the ability to meet specified or anticipated needs."

To determine the level of quality, it is necessary to compare the actual indicators with the baseline values. The problem of selection and justification of quality indicators for a long time attracts the attention of experts and scientists as in road transport. There are examples of developing this problem abroad. Currently, the quality of transport services does not have a single generally accepted methodology for assessment. The variety of approaches to assessing the quality of delivery is due to the diversity of consumer requirements in specific situations of transport services. It is noteworthy that, despite the independence of experts and scientists to develop lists of quality indicators for freight, they include either the same meters, or similar in content, due to the unity of the principles of operation of road transport systems, regardless of object of movement. In all cases, the quality of logistics service is assessed by its availability, functionality and reliability.

Methodologically, it is not entirely correct to use productivity and cost indicators to assess the quality of transport services. Both high-quality and low-quality service can be expensive. It is possible to deliver a whole train of glassware or consumer electronics, but with low quality, as a result of which most of the goods will turn into scrap, although a lot will be brought (productivity in tons is high) and at a high rate. Productivity and cost indicators characterize the attractiveness of services for the client, but not their quality.

Accurate assessment of the increase and decrease of revenues due to changes in the level of quality of services is difficult, so in practice the decision is made by approximate the acceptable value of costs to achieve agreed parameters of the quality of transport services.

When analyzing the costs of maintaining agreed service quality standards, it should be borne in mind that non-compliance can be much more costly. Not only the sanctions provided by the contract, but also loss of the client, and creation of negative reputation in the market are possible.

Productivity of transport increases with increasing load utilization rate (increase of boards; increase of density of cargo - briquetting, pressing; containers or other containers for transportation of cargo above the level of boards; compact stacking of cargo in a body; selection of rolling stock according to cargo type; specialized rolling stock; accumulation of consignments in this direction). Increasing the utilization factor of the car's load makes it possible to transport the same amount of cargo with fewer cars.

Therefore, the assessment of the efficiency of transport provision should be based on a study, first of all, of transport tariffs and / or costs incurred in the transportation of goods. It is advisable to analyze the influencing factors that affect the level of the base tariff and their differentiation. Improving the transportation process involves studying the relationship between the categories of efficiency, reliability and quality of transportation.

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