

STRATEGIC MANAGEMENT ASPECTS IN PUBLIC SERVICES IN ALBANIA CASE OF ALBANIAN POST COMPANY

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Abstract

This article will particularly focus on the existence of impediments that hinder the successful strategic management of public services, and the opportunity to go beyond these barriers in order to improve the satisfaction of customers. The paper will concern the case of Albanian Post, a state joint-stock company that, despite working in the same remote environment under various threats, as well as many other state institutions, has successfully achieved to manage strategically. Albanian Post, is the only public postal operator in the Albanian market by operating, managing and developing the national postal network, under the obligation of fulfilling the basic postal services. By increasing the number of services, improving service quality, continuous training of employees and strategic management, Albanian Post has achieved to increase the range of services and improve the quality of these services, unlike the rest of the public sector services, where the volume and quality provided, are far more often apart from the acceptable citizen perception.

Keywords: Quality of public services, state postal services, strategic planning.

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