

FACTORS FOR IMPROVING THE QUALITY OF LOGISTICS SERVICES IN THE DIGITAL ECONOMY

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Abstract

In the modern world, the digital economy is becoming an increasingly important component of our lives. This is due to the fact that many companies and organizations actively use digital technologies to improve their business processes and increase competitiveness. One of the key aspects of the digital economy is logistics, which ensures the movement of goods and services from the producer to the consumer. Development of partnerships: cooperation with other companies and service providers allows you to expand opportunities for optimizing logistics processes and reducing costs. Using data analytics: Data analysis and the use of machine learning methods allows you to identify trends and optimize processes based on real indicators.

Keywords Digital economy, logistics, integration, consumer, Internet of things, the automated system, automation, optimization.

INTRODUCTION

One of the most significant competitive factors in the provision of services is their quality. For today's sophisticated consumer, high-quality service is no longer a decisive factor. And the very indicator that the service is of high quality cannot be a competitive advantage. The service must be of high quality by default. The consumer will not appreciate this fact, he initially expects the provision of high-quality services, but if the service is provided unsatisfactorily, this fact will inevitably lead to his indignation. In this case, a negative emotion will have a much stronger impact on the perception of the service. The client is then more motivated to tell his friends about the poor-quality service, write about it on his page on a social network, leave negative reviews on specialized sites, which does not happen with high-quality service provision. A high-quality service is taken

for granted and the client is much less willing to share it with other people.

From the point of view of the methodology of adaptive integrated logistics, coplanar flows can reduce the likelihood of a negative response in the flow of services. This is especially important when the service producer and the client interact in the virtual space. The automated system will always work with a continuously increasing level of quality, which is provided by feedback and allows specialized algorithms to learn and make adjustments to the initial parameters when providing services according to the Deming-Schuchardt principle. According to the maturity model of organizations developed by the CMMI Institute, the most optimal interaction between suppliers and customers will occur if their levels of organizational maturity are the same. If one of the companies is at a higher or lower level, there will

be disagreements and difficulties in organizing the supply chain.

For example, if the supplier is at a higher level of organizational maturity than the customer, then when building a logistics chain, this can lead to the following consequences. If the customer organization has ordered the delivery of a certain batch of tangible goods from a more mature supplier on a specific date and time, this does not mean that the customer organization itself will be able to ensure high-quality acceptance of the goods on time. A lower level of maturity will mean that the customer may not have free warehouse space for receiving goods, may not have enough human resources, or it will turn out that there is no one to unload the arrived transport, etc. That is, a more mature supplier will fulfill its obligations in a timely manner, and all the overlaps and difficulties will come from the customer. This causes the first type of misunderstanding when the supplier is at a higher level of maturity than the customer. However, this is not the most unpleasant situation. The situation will be much worse if the maturity levels are reversed – the customer will be more mature, and the supplier less mature. In this case, the misunderstanding between the participants in the logistical relationship will be much greater. The ideal scenario for the interactions of participants in logistics relationships is the case when the levels of organizational and information maturity coincide.

Information maturity is another model developed by the same CMMI institute, but characterizing the level of maturity in corporate content management. Together with organizational maturity, they characterize the readiness of enterprises to implement innovative principles of logistics flow management, and in relation specifically to this study, management of coplanar flows.

Companies need to assess their level of organizational maturity in order to understand their internal capabilities, and it is also necessary to assess the maturity of their partners in order to include them in a single business process space. If the company and its client (as a fragment of the logistics chain) are at different levels of organizational maturity, this will be an obstacle to

their integration within the same logistics platform, since the levels and approaches to business process management will be different and a large number of collisions will arise when building a single business process space.

It makes sense to consider the issues of improving the quality of logistics services provided in the virtual space in two aspects. The first concerns the very quality of the service, the second follows from the first, it is the constant updating of the services themselves, that is, the entry of new ones into the market. This is especially true for high-tech enterprises, which, in addition to financial resources, have technological reserves, thanks to the research and development carried out. For example, Amazon was the first company to propose a project to use flying drones to deliver small-sized goods that customers order through online stores. Thus, it reduced the delivery time, reduced logistics costs and enhanced the company's image as the most technologically advanced. Just six months later, the same service appeared at Google and Walmart. Moreover, the development of this area has allowed us to launch a number of new projects. For example, Google entered as an investor in a startup enterprise "Zee.Aero", which was engaged in the development of single-seat aircraft - "flying machines" capable of transporting passengers.

The above facts allow us to conclude that in modern conditions information technologies are not a competitive advantage, but rather the foundation for building a new type of infrastructure [35]. Moreover, a new product from competitors can be obtained in a period of three to six months, depending on the complexity.

Within the framework of the problems of this study, it is advisable to identify areas that directly affect the development of logistics services in the virtual space in order to focus on them in the process of economic activity. These include:

- legal regulation of the processes taking place in cyberspace, which undoubtedly stimulates investment growth due to transparency and consistency of rules, taking into account the requirements of the administrative, civil codes, as well as security issues of participants;

training of highly qualified specialists in information security, robotics, programmers, analysts, developers of modern information systems, taking into account the creation of comfortable working conditions for them to prevent their departure abroad;

- development of tools, technical groundwork related to information and communication technologies so that they can be applied not only in the domestic market, but exported to other countries, and the Russian element base of microelectronics and digital technology is being developed at an accelerated pace.
- building an information and communication infrastructure for high-speed transmission, storage and processing of large amounts of data, the introduction of digital platforms for various sectors of the national economy, as well as the most expensive area requiring significant financial resources until 2024;
- creation and maintenance of information security at the global level, taking into account the development of software, national payment systems, software development for the protection of personal data, countering cyber threats;
- formation and development of digital public administration based on service platforms for access to public services in a "one-stop shop" mode (in 2024, 70% of public services in digital form for individuals and legal entities should be in digital form).

The above facts suggest that the problems raised by a thorough analysis of the development of logistics services in the context of the formation of the digital economy are quite controversial. A whole range of logistical components for supporting sectors of the national economy in the virtual space has not been disclosed. Difficulties and vulnerabilities that have been overcome in developed countries in solving logistical problems are a serious obstacle for representatives of federal and regional authorities. At the current stage of digitalization of the country's economy, it is impossible to further develop logistics without publicly discussing its functionality, without analyzing various logistics concepts.

In conclusion, it can be said that improving the quality of logistics services in the digital economy is possible through the use of innovative technologies, process optimization, staff training and the development of partnerships. This, in turn, contributes to the growth of companies' competitiveness and customer satisfaction.

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