DEVELOPING THE QUALITY OF LOGISTICS SERVICES WHILE IMPLEMENTING A STRATEGIC MANAGEMENT APPROACH

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The quality of logistics services depends on the successful implementation and coordination of specific functions related to physical distribution, production, and delivery; the chosen scheme of integration of logistics operations, the chosen model of inventory management and information flow, while the main factor of successful integration is the structure of the functional cycle of order execution. The organizational structures of logistics differ depending on the purpose, type of business, and available human resources. It is important to shape logistic thinking in such a way that all leaders in the organization learn to reason and act according to the concepts of integrated performance and efficiency.

Thus, the organization and improvement of strategic management based on modern logistics technologies and consistent quality management become the main task of forwarding and transport companies. The main provisions of logistics, characteristic of manufacturers and consumers of products (consumer priority, high level of service, shortening of order processing, etc.), fully apply to companies involved in logistics systems. The economic content of logistics services The development of the tertiary sector (consumption of services) in the economy of the second half of the 20th-early 21st century was manifested in the following: the service sector, which meets the need for a variety of services, improves the quality of life of the People; the service sector creates new jobs and increases the number of people employed in this sector; Increasing the share of the service sector in the structure of the gross domestic product allows solving the current economic and social problems of the country's development. Logistics services cover a wide range of activities related to the procurement, storage, and transport of goods. Warehouse logistics Goods handling, storage, and distribution. Transport logistics meet the needs of companies that do not have their own goods transport fleet. Customs logistics support in customs clearance and certification of goods. The modern level of logistics is 3PL, a scheme in which a logistics company acts as a third party in a transaction between a supplier and a buyer, offering a full range of cargo handling services.

These are optimization of logistics costs; freight assistance by a representative of the company; cargo movement monitoring; customs clearance and certification of goods; warehousing and storage of goods; Consulting and expert services. One of the main ways to reduce the cost of producing goods is to optimize the flow of materials. This means choosing the cheapest route in terms of tariffs and deadlines to reduce

customs and storage costs. By working with logistics companies, you can save yourself from having to maintain your own logistics department. Such companies create their infrastructure, establish close business relationships with carriers and administrative services, and provide customers with the entire mechanism for building and optimizing transport chains. This gives an obvious advantage, namely a gain in service costs and delivery time of the goods. Almost all services are personalized and adapted to the needs of consumers. P.Doyle, and T.D.Burmenko call this property of services heterogeneity a high degree of variability in the quality and content of services. As by V.D.Gribov, the success of the service company will primarily depend on the quality of services and the level of customer service. Taking these factors into account, the whole system of the components of the organization and the provision of services should be worked out.

It is difficult to prove that the service provided does not meet the customer's requirements. A special guarantee can be the name of the manufacturer. Therefore, companies in the service sector develop service standards. Standardization work increases the efficiency of the company and creates a uniform, easily recognizable image with which consumers associate the organization. Service standards can be company, industry, or international. In addition, the traditional system of indicators does not allow to link the assessment of the purpose of the enterprise's operation with the assessment of the degree of achievement of local goals by functional units. In the work of Avanesova G.A., the efficiency of the work of a service company is considered as the ratio of the results of its activity to the costs aimed at their qualitative provision. This is a resource-intensive approach to determining efficiency. In our opinion, the system of performance evaluation indicators should include two groups of indicators: strategic, which determine the degree of achievement of the goals set for the company, which determines the strategy for achieving excellence in a competitive environment; Diagnosis, which can be used to assess whether the company is on the right track and whether quick action is required to change the situation. At the same time, external and internal factors that influence the result, but are not taken into account when calculating profitability, must also be taken into account.

Analysis of the definitions of business efficiency proposed by domestic and foreign scientists makes it possible to determine the efficiency of service companies as a property associated with the ability of a company to formulate and achieve goals within the framework of a normative value system. The needs are expressed in Presented in the form of results correlating with costs, using appropriate means and taking into account factors and conditions of their functioning. Modern economic conditions are characterized by the intensive restructuring of service organizations, which is associated with a reduction in their number, a change in internal structure, and the merging of various functions.

The current stage of development of organizations providing logistics services is characterized by several positive changes, the main of which is the constant desire to improve their economic production indicators, and most importantly their competitiveness, through the reform of organizational and management systems. Improving management, developing marketing activities, improving service quality, improving working conditions, staff training, and retraining will improve the regulation of their activities. The basis of every management system that provides the basis for decision-making is therefore strategic planning. Automation of administration and participation in projects based on public-private partnerships will improve the quality of logistics services in the region. Changing the strategy of the behavior of passenger transport companies aimed at reducing costs with the use of modern methods of organizing transport activity is determined by the respective conditions of economic development, which include the application of logistical principles in the operation of passenger transport management systems.

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