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## **LOGISTICS MANAGEMENT STRATEGIES TO ENSURE HIGH QUALITY CUSTOMER SERVICE**

In today's dynamic market environment, where competition is gaining more and more volume, logistics management strategies are becoming a key element of success for enterprises. Special attention is paid to ensuring high quality customer service, which determines their loyalty and satisfaction. In this context, the development of effective logistics management strategies is an important task for companies aimed at optimizing the supply chain and maximizing the quality of service provision.

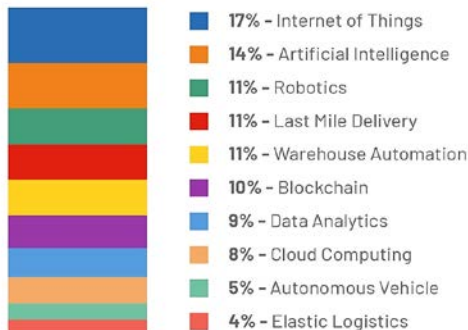
The objective of this study is to carefully study and analyze logistics management strategies in order to ensure high quality customer service. The main emphasis of the study is aimed at revealing the key aspects that determine the efficiency of logistics processes in the context of meeting the needs and expectations of customers. Detailed analysis includes consideration of innovative technologies, their impact on supply chain optimization, as well as the study of optimal inventory management strategies.

The logistics industry is constantly changing and adapting to the rapid development of technology and the need to protect the environment. For any business to stay ahead and remain competitive in today's era, it must be flexible enough to adapt to the latest technological advances, new processes and strategies for success. Below, Figure 1 shows 10 new trends in logistics that will affect companies in 2024.

The Internet of Things (IoT) enables real-time tracking and control of goods and assets to increase supply chain transparency and efficiency. AI enables predictive analytics, route optimization and predictive solutions, reducing costs and improving decision-making. Logistics companies are also integrating robotics and other automation systems to streamline fulfillment, warehouse operations and delivery arrangements. Blockchain further increases visibility, security and traceability, while big data and analytics offer real-time access to logistics operations. Such solutions reduce fraud,

increase stakeholder trust, and optimize routes, inventory levels, and overall supply chain efficiency. Cloud computing plays a critical role in reducing IT costs for businesses as well as providing real-time operational data. Ultimately, autonomous vehicles automate last-mile delivery, and elastic logistics enables resilient and flexible operations.

### Top 10 Logistics Industry Trends and Innovations in 2024



**Figure 1. Top 10 logistics industry trends and innovations in 2024 [1]**

In order to increase the level of efficiency in logistics and, at the same time, better meet customer requirements, business management must implement the right inventory management strategies. A detailed analysis of inventory optimization plays an important role in improving these strategies. Taking into account various factors and using modern tools allows you to determine the optimal level of stocks, which directly affects the efficiency of customer service.

The study of various inventory management strategies takes into account elements such as JIT (Just In Time), ABC analysis, EOQ (Economic Order Quantity) and some others, in order to optimize inventory and reduce costs. Determining the optimal balance between demand and stocks allows you to avoid unreasonable costs and ensure the proper level of customer service [3].

Improving the strategy of logistics management to ensure the quality of service depends on all stages of the logistics chain and their impact on the end consumer [2]:

1. Coordination between different stages. Optimal interaction involves effective coordination between transport and logistics, warehouse, production and other stages. Insufficient coordination can lead to delays, excessive costs and loss of quality customer service.

2. Optimization of the route and traffic flow. The interaction of logistics stages is aimed at increasing the efficiency of transportation and optimizing routes. This may include the use of analytical tools and artificial intelligence technology to determine the best delivery routes.

3. Information system integration. Modern logistics is inseparable from the integration of information systems. This includes sharing data between different supply chains to enable real-time monitoring and response to events at different stages.

4. Strategic planning and forecasting. Effective interaction involves strategic planning that takes into account information from all stages of the logistics chain. Forecasting demand and production needs becomes a key element of management.

5. Optimization of warehouse operations. The interaction includes optimization of warehouse operations to ensure fast and efficient processing of goods according to order and regional requirements.

6. Tracking control. Interactions at the logistics stage also include tracking and control systems that can immediately respond to any anomalies or delays.

7. Improvement of customer service. The most important aspect is the improvement of the quality of customer service, which is achieved through harmonious interaction at all stages, from the beginning of production to the end of delivery.

Conclusion. This study indicates that the use of innovative technologies, optimization of inventory and careful interaction of logistics stages become strategic aspects of logistics management aimed at achieving high quality customer service in a competitive business environment, and the implementation of innovative technologies in logistics becomes a necessity for achieving strategic efficiency in supply chain management. The use of automated systems, tracking systems and analytical tools is becoming a strategic element of supply chain optimization and a key factor in improving the quality of service.

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