

IMPROVEMENT OF LOGISTICS AND SERVICE PROCESSES IN A POSTAL COMMUNICATION ENTERPRISE

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Abstract: This article analyzes approaches to improving logistics and service processes in postal enterprises. The effective operation of postal systems and the provision of high-quality customer service today require digital transformation and the introduction of innovative technologies, and considers ways to optimize and automate the logistics processes of postal enterprises and improve the quality of service using artificial intelligence.

Keywords: postal services, postal service, logistics and service, delivery, fast and transparent services, drones and robots.

Introduction

Logistics and service processes in the field of postal communication play a decisive role in ensuring the efficiency and competitiveness of the enterprise. Globalization, digital technologies and the development of e-commerce are changing postal services, creating new requirements and opportunities. Improving logistics and service processes for postal companies not only improves service quality, but also helps to optimize costs and meet customer needs faster. This article analyzes the main directions, methods and practical approaches to the development of the logistics system and improvement of service processes in postal enterprises.

The main problems of postal logistics and service processes, mainly in the field of postal communication, it is necessary to solve a number of problems in order to effectively manage logistics and service processes. These problems include:

Slowness and Uncertainty of Delivery: Fast and reliable delivery is an essential requirement of modern postal system. Delays and uncertainties in logistics negatively affect customer satisfaction.

- High costs of transportation and storage: To increase the efficiency of postal services, it is important to reduce the costs of transportation and storage. This, in turn, requires the optimization of resources and the introduction of modern technologies.

- Inadequate implementation of innovation: By introducing new technologies such as automated systems, robots, drones, AI (artificial intelligence) and IoT (Internet of Things) into logistics and service processes, processes can be accelerated and quality improved.

In the improvement of logistics processes, it is necessary to introduce automation and digital technologies to improve logistics processes in postal enterprises. Automation of systems and processes not only speeds up services, but also reduces human errors. For example:

- Automatic classification systems: Packages and letters are automatically classified, which ensures that they are delivered to the right address quickly and accurately.

- Choosing optimized routes to reduce costs: Transportation routes and destinations can be optimized with the help of artificial intelligence. This not only reduces delivery time, but also reduces costs.



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- IoT and real-time tracking systems: Real-time tracking of package and mail movement data can provide accurate and reliable information to customers and postal operators.

Development of new logistics networks is necessary to create and develop new logistics networks to increase the competitiveness of the postal system. With the growth of e-commerce, postal services must operate efficiently not only nationally, but also internationally to meet customer demand. These processes include:

- Expansion of international logistics networks: Postal communication companies need to create new networks for fast and efficient international delivery.

- Partnerships: Through international and regional partnerships, delivery systems can be strengthened and work together. For example, increasing the level of services by concluding agreements with international postal organizations or logistics companies.

Customer-oriented services in improving service processes Postal companies need to improve their service processes to better meet customer needs. For this:

- Fast and transparent services: Customers need to reduce delivery time, provide them with real-time tracking of package status, reduce errors and make services transparent.

- Flexible services: Postal companies should offer services adapted to the different needs of customers. For example, customers should be able to choose different delivery times, as well as additional services (such as fixed prices and special services).

It is necessary to monitor the quality of services and take into account customer feedback. In order to provide high-quality service to customers, it is necessary to regularly collect their feedback and optimize services. For this:

- Analyzing customer feedback: Service quality can be improved by continuously collecting and analyzing customer feedback about services.

- Prompt customer support and assistance: Provide 24/7 customer support services, provide prompt responses to customer inquiries, and establish immediate problem resolution processes.

Innovations in improving logistics and service processes, i.e. artificial intelligence and automated systems In order to increase the efficiency of the postal system, it is necessary to introduce artificial intelligence (AI) and automated systems. With the help of AI, it is possible to personalize services, create optimized offers for customers, and organize logistics processes more efficiently. And automated systems speed up services, help manage resources efficiently, and reduce errors.

Small and medium-sized packages can be delivered quickly and safely with the help of drones and robots. These technologies increase the speed of postal services and reduce costs.

Improvement of logistics and service processes in postal enterprises is not only an increase in efficiency, but also an important factor in providing quality and prompt service to customers. By innovating, automating, providing flexible and transparent services to customers, and developing a global network, postal companies can conduct their activities efficiently and competitively. With the help of new technologies and advanced management approaches, postal systems are able to improve the quality of services and meet the needs of customers faster.

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