

**SALES AND AFTER-SALES SERVICE LOGISTICS MANAGEMENT IN THE
MARKETING COMMUNICATIONS SYSTEM**

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Abstract: In a context of increasing competition and rising customer service expectations, effective management of sales and after-sales logistics within the marketing communications system is particularly important. In this article, we examine the theoretical and practical aspects of the relationship between logistics processes and marketing communications aimed at building sustainable customer relationships. Particular attention is paid to the role of after-sales service as an element of marketing communications, ensuring customer feedback and fostering a positive company image.

Key words: sales logistics, after-sales service, marketing communications, service industry, service management, customer loyalty, competitiveness, service quality.

Аннотация: В условиях усиления конкуренции и роста требований потребителей к качеству обслуживания особую значимость приобретает эффективное управление логистикой продаж и послепродажного обслуживания в системе маркетинговых коммуникаций. В статье мы рассматриваем теоретические и практические аспекты взаимосвязи логистических процессов и маркетинговых коммуникаций, направленных на формирование устойчивых отношений с клиентами. Особое внимание уделено роли послепродажного обслуживания как элемента маркетинговых коммуникаций, обеспечивающего обратную связь с клиентами и формирование положительного имиджа компании.

Ключевые слова: логистика продаж, послепродажное обслуживание, маркетинговые коммуникации, сфера услуг, управление сервисом, клиентская лояльность, конкурентоспособность, качество обслуживания.

Introduction. The modern development of market relations is characterized by intensifying competition, increased consumer awareness, and growing customer service expectations. In this environment, companies increasingly view sales logistics and after-sales service not only as operational processes but also as important elements of the marketing communications system, shaping brand value and long-term customer relationships. Effective management of these processes is becoming a key factor in enhancing the competitiveness of companies, particularly in the service sector. Marketing communications are traditionally focused on generating and conveying information about a product or service, creating a positive company image, and stimulating demand. However, in today's environment, their effectiveness is largely determined by a company's ability to deliver on its communication promises during and after the sales process. Sales logistics ensures timely and high-quality order fulfillment, while after-sales service generates customer feedback and satisfaction, serving as a practical extension of marketing communications.

The issue of managing sales logistics and after-sales service is becoming especially relevant in the context of the digitalization of the economy and the development of omnichannel customer interaction models. The use of CRM systems, digital communication channels, and analytical tools requires alignment between marketing decisions and a company's logistics capabilities. A lack of such alignment leads to decreased consumer confidence, increased operating costs, and a weakened competitive position in the market. Despite significant research on marketing, logistics,

and customer service, the issue of their integrated management within a marketing communications system remains understudied, especially given the specific nature of service companies. This necessitates further theoretical analysis and practical substantiation of mechanisms for integrating sales logistics and after-sales service into the overall marketing communications system.

Main part. Managing sales and after-sales service logistics within the marketing communications system is a key factor in fostering the sustainable competitiveness of service companies. Sales logistics ensures the effective planning, execution, and control of the flow of services and related resources from the enterprise to the consumer, while after-sales service is a tool for maintaining long-term customer relationships and strengthening their loyalty [1]. The interaction of these functions with marketing communications allows for the creation of a coordinated system that ensures the fulfillment of promises made to the client during the promotion, implementation, and subsequent servicing stages, thereby enhancing brand trust and increasing repeat sales. Marketing communications are aimed at generating customer awareness, stimulating demand, and creating service value in the consumer's perception. The effectiveness of communications depends on the company's ability to fulfill its obligations through logistics processes. In the context of market digitalization, the use of CRM systems, online sales channels, analytical platforms, and omnichannel services requires close coordination of marketing decisions and logistics capabilities. The coordinated work of these functions enables demand forecasting, adapting resources to changing market requirements, personalizing offers, and reducing the gap between expectations and actual service levels [2].

After-sales service is an extension of marketing communications and a critical element of the value chain. It includes providing service support, handling complaints and suggestions, support and consultation, returns and exchanges, and post-sales communication with the customer. Effective management of this process helps strengthen the company's reputation, build a loyal customer base, and increase the likelihood of repeat sales. In today's customer experience-focused service companies, these processes are being integrated into a unified management system, where sales logistics and after-sales service interact with marketing communications to achieve maximum effectiveness [3]. In service industry management, an integrated approach optimizes internal business processes, reduces operating costs, and shortens response times to customer requests. This approach ensures standardization of service quality, resource forecasting, and improved overall business efficiency. E-commerce and service companies demonstrate that integrating logistics and marketing communications improves service speed, minimizes errors in order fulfillment, and enhances customer satisfaction [4]. Furthermore, analysis of modern research shows that companies that actively utilize integrated strategies demonstrate greater competitiveness and market resilience compared to organizations where marketing and logistics functions operate separately [5].

To more clearly analyze the effectiveness of sales and after-sales service logistics management within the marketing communications system, it is useful to examine the functional relationships between marketing and logistics processes, as well as their impact on the competitiveness of service companies. The coordinated interaction of these processes ensures the implementation of marketing strategies, the fulfillment of customer promises, improved service quality, and the development of a loyal customer base. Table 1 presents a comparative analysis of the key functions of marketing, sales logistics, and after-sales service, as well as the integrative effect of their combined work.

Table 1

The impact of integration of marketing, sales logistics, and after-sales service on the competitiveness of service enterprises

Direction	Marketing Functions	Sales Functions	Logistics	After-sales service functions	Integration Effect
Market Analysis	Customer needs research, segmentation	Planning and Sales Flows	Resources	Complaint and feedback analysis	Accurate forecasting of demand and needs
Offer Development	Value proposition and product range development	Ensuring Delivery	Service	Customer consulting and support	Matching promises with actual service
Sales	Service promotion and demand stimulation	Order Flow Management	Fulfillment,	Obligation fulfillment monitoring	Increased sales speed and reliability
Customer Service	Service standard development	Optimizing Delivery/Fulfillment Processes		Problem resolution, warranty support	Increased customer satisfaction and loyalty
Competitiveness	Market positioning, branding	Cost Reduction and Process Optimization		Image maintenance, customer retention	Sustainable competitive advantages and market share growth

The data presented in the table demonstrate that integrating marketing and logistics functions with after-sales service processes creates a comprehensive management mechanism capable of ensuring a high level of customer experience and strengthening the company's market position. Coordinating marketing strategies with logistics capabilities and the service system helps reduce the gap between customer expectations and actual service quality, improve the efficiency of internal processes, minimize costs, and expedite order fulfillment. Thus, an integrated approach becomes a strategic tool for enhancing the competitiveness of service companies, providing a synergistic effect resulting in increased customer satisfaction, the development of a loyal customer base, and a stronger market position.

Thus, integrating sales logistics and after-sales service into the marketing communications system allows service companies to create a comprehensive management mechanism aimed at satisfying customer needs, improving service quality, strengthening their brand, and developing sustainable competitive advantages in an increasingly competitive and digitalized market.

Conclusions and suggestions. The analysis revealed that integrating sales logistics and after-sales service with marketing communications is a key factor in enhancing the competitiveness of service companies. The coordinated functioning of these processes enables the creation of a unified management mechanism that aligns customer expectations with the company's actual capabilities, improves service quality, reduces operating costs, and expedites order fulfillment. Marketing communications, combined with sales logistics and after-sales

service, create a synergistic effect that strengthens customer trust, develops a loyal audience, and enhances the company's market position. In the context of digitalization, omnichannel sales, and intense competition, an integrated approach is becoming not only a tool for improving efficiency but also a strategic direction for the sustainable development of service companies.

As a result of our research on this topic, we offer the following suggestions:

first, service companies are recommended to implement integrated management models that ensure close coordination of marketing communications, sales logistics, and after-sales service to achieve maximum effectiveness. secondly, it is advisable to use modern digital tools, including crm systems, analytical platforms, and omnichannel channels, to integrate customer data with logistics processes and customer service.

thirdly, it is necessary to orient sales logistics and customer service toward a customer-centric approach that ensures process flexibility, reduced response times, and high levels of customer satisfaction.

fourthly, companies are recommended to regularly evaluate the effectiveness of the integration of marketing and logistics functions, identify bottlenecks, and promptly adjust strategic and operational decisions.

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