

## SECTION 4.

### MARKETING AND LOGISTICS ACTIVITIES

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## IMPROVING THE QUALITY OF INFORMATION SERVICES BASED ON THE USE OF TECHNOLOGIES IN MARKETING

The constant development of technologies presents companies with the task of adapting their marketing in order to optimize interactions with customers. This adaptation is crucial in order to ensure that services meet the modern demands of consumers, especially in the field of information services, where the speed of access to information and its accuracy are of crucial importance. The development of technologies not only poses challenges to companies, but also provides them with powerful tools for improving interactions with customers in the field of information services, making these services more qualitative, accessible and relevant to the requirements of the modern consumer.

Currently, digital marketing offers unprecedented opportunities to engage consumers, but not all companies have yet realized this potential. In today's world, people spend a large part of their time in the digital environment, so marketers should pay more attention to work in this area than in traditional channels. For several years in a row, digital ad spending in the U.S. has exceeded television ad spending. According to media agency Magna, in some industries, companies spend more than 40% of their advertising budget on digital marketing technologies [1].

Digital technologies in marketing strategies. One of the key factors influencing the evolution of marketing strategies is access to large volumes of data. Modern marketing can take advantage of real-time when working with large volumes of data. In the past, analyzing the effectiveness of the sales funnel was based on monthly data, but today marketers have the ability to access a variety of consumer information.

In the era of digitalization, Big Data technologies play a key role in understanding and predicting consumer behavior. Thanks to the ability to process large amounts of data, companies can obtain detailed insights about the habits, needs and preferences of their customers, identify patterns and trends. This, in turn, allows you to formulate more targeted and effective marketing strategies. For example, the analysis of data on purchases, searches and interactions with content helps companies to adjust advertising campaigns in order to best satisfy the demands of consumers.

Artificial intelligence and machine learning are revolutionizing the way companies interact with customers. It is used to automate routine tasks, such as answering customer questions in chatbots or recommending products on e-commerce sites. Machine learning allows systems to learn on their own based on user behavior, resulting in ever more accurate personalization of

offers. Thanks to this, customers get a more individualized approach, and companies get an increased return on marketing campaigns.

Blockchain technology makes a significant contribution to the security and transparency of data management. With its help, every transaction carried out between the company and the client can be registered without the possibility of its modification or deletion, ensuring a high level of trust and protection against fraud. This is particularly important in sectors where data transparency is critical, such as financial services or loyalty schemes. Thus, the integration of digital technologies into marketing strategies increases the effectiveness of communication with customers and contributes to the creation of a safer and more transparent business environment.

Improving the quality of information services through technologies. Automation of service services with the help of chatbots and virtual assistants is becoming a fundamental element of modern marketing strategies, as they significantly increase the availability and efficiency of service. Chatbots can provide answers to frequently asked questions of customers 24/7 without delay, which helps increase customer satisfaction and reduces the burden on live operators. For example, Bank of America has implemented Erica, a virtual assistant that analyzes users' financial transactions and provides personalized financial advice, alerts on potential savings and cost optimization.

Data analytics allows companies not only to collect, but also to deeply analyze customer feedback, which is important for optimizing services. Collecting data on customer interaction with services helps identify weak points in service and develop strategies to improve them. For example, the application of analytics in airports, where passenger feedback about waiting times in queues is analyzed to improve logistics and reduce delays.

Digital customer data management is also becoming more efficient as companies can quickly process large amounts of information to make informed decisions. This includes personalization of offers, which increases the value of services. For example, retail chains use customers' purchase history to provide targeted coupons for products that are of most interest to a particular customer, thus ensuring higher customer loyalty and satisfaction.

Challenges and opportunities of technology integration in marketing. The integration of modern technologies into marketing strategies is accompanied by significant challenges. One of the main concerns is ensuring data privacy. With the growing volume of collection and processing of personal data, companies are faced with high requirements to protect this information from unauthorized access and leaks. Adherence to ethical standards is also important, especially in the context of the use of algorithms that may lead to biased decision-making without proper controls. For example, the use of algorithms for ad targeting may disproportionately affect certain demographic groups, requiring ethical regulation and careful analysis.

Technical difficulties and the need for organizational changes are also a big barrier for companies. Integrating new technologies often requires significant investment in new equipment, staff training, and new process development. However, these challenges open the door to significant opportunities. The advancement of digital technologies in marketing is driving innovation and growth, allowing companies to better understand their customers, optimize marketing campaigns, and increase the effectiveness of interactions. A clear example of the possibilities opened up by digital technologies is the company Netflix, which uses machine learning algorithms to analyze the viewing habits of its users and recommend content. This not only improves the user experience, but also increases customer satisfaction, strengthening their loyalty and increasing the return on investment in content [2].

The integration of modern technologies into the marketing strategy of information services opens wide prospects for significantly improving their quality and efficiency. These technologies, such as artificial intelligence, blockchain and Big Data, provide a high level of analytics and automation that allows for more accurate collection, processing and analysis of large volumes of data about consumer behavior and preferences. The use of these technologies allows you to

significantly optimize the interactivity and personalization of interactions with customers, making them more engaged and satisfied. For example, the use of artificial intelligence algorithms can help determine not only current, but also future needs of customers based on their previous interactions and choices, enabling companies to offer products or services even before a customer identifies a need for them.

Although existing challenges such as data privacy, ethical issues, and technical difficulties need attention and solutions, the benefits of implementing these technologies cause their rapid incorporation into marketing practices. This not only contributes to the improvement of the quality of information services, but also opens the way for revolutionary changes in the ways of interaction with customers and management of information flows, increasing the overall efficiency and innovativeness of approaches in the field of marketing.

### **References:**

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2. Huang, M.H., Rust, R.T. (2018). "Artificial Intelligence in Service." Journal of Service Research