

INTEGRATION OF MARKETING AND LOGISTICS IN THE SALES AND AFTER-SALES SERVICE SYSTEM

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Abstract: In this article, we examine the theoretical and practical aspects of integrating marketing and logistics within sales and after-sales service. The article analyzes the main models for integrating marketing and logistics processes, identifying their advantages and risks. Particular attention is paid to digitalization and the use of CRM systems, which help strengthen customer relationships and improve service efficiency.

Key words: marketing, logistics, integration, sales, after-sales service, supply chain, customer focus, crm system, digitalization, competitiveness.

Аннотация: В данной статье мы рассматриваем теоретические и практические аспекты интеграции маркетинга и логистики в системе продаж и послепродажного обслуживания. В статье проанализированы основные модели интеграции маркетинговых и логистических процессов, выявлены их преимущества и риски. Особое внимание уделено цифровизации и использованию CRM-систем, которые способствуют укреплению связей с потребителями и повышению эффективности обслуживания.

Ключевые слова: маркетинг, логистика, интеграция, продажи, послепродажное обслуживание, цепи поставок, клиентоориентированность, CRM-система, цифровизация, конкурентоспособность.

Introduction. Modern market conditions are characterized by a high degree of competition, dynamic consumer preferences, and the need to continually improve the efficiency of business processes. In this context, the integration of marketing and logistics is particularly relevant, ensuring the creation of a unified value chain—from demand generation to ensuring a high level of after-sales service. The interrelationship between these areas is becoming a determining factor in the competitiveness of enterprises, especially in the service and trade sectors, where customer experience and prompt delivery play a crucial role¹.

Marketing, as a tool for understanding and shaping market needs, focuses on creating and retaining customers through effective communication, promotion, and product positioning. Logistics, in turn, ensures the physical fulfillment of marketing promises—timely delivery, inventory optimization, rational resource allocation, and after-sales service. Thus, the integration of marketing and logistics is a prerequisite for the sustainable development of an enterprise and its increased market effectiveness².

Interest in the integration of marketing and logistics is growing in both academic and practical circles, as their interrelationship determines the quality of interaction with the consumer. Insufficient coordination between departments leads to increased costs, late deliveries, decreased customer loyalty, and lost market opportunities. Conversely, an integrated approach that

¹ Котлер Ф., Келлер К. Л. *Маркетинг менеджмент*. — М.: Вильямс, 2020.

² Балабанов И. Т. *Логистика: теория и практика*. — СПб.: Питер, 2019.

synchronizes marketing and logistics strategies not only saves resources but also creates long-term competitive advantages³.

Therefore, the relevance of this research is determined by the need to improve the mechanisms for interaction between marketing and logistics processes at all stages—from demand generation to post-sales customer support. This is especially important in the context of digital transformation and the increasing role of customer-centric approaches in enterprise management. The purpose of this article is to analyze the theoretical foundations and practical aspects of integrating marketing and logistics within the sales and after-sales service system, as well as to identify areas for improving the effectiveness of these functions in today's environment.

Main part. The modern economy is characterized by high competition and rapidly changing consumer preferences, requiring companies to take a comprehensive approach to managing all business processes. One key area of such optimization is the integration of marketing and logistics, ensuring a unified management cycle—from demand generation to after-sales service. Combining these functions not only improves sales efficiency but also strengthens long-term customer relationships, which is especially important in the context of the digital transformation of the economy. Marketing is traditionally viewed as a system of activities aimed at market research, identifying consumer needs, and generating demand, while logistics is responsible for fulfilling these needs through timely delivery, efficient distribution, and service support. Their integration results in the alignment of promotion and distribution strategies, the creation of a unified information base, and the minimization of costs while maintaining high service quality. Research shows that close collaboration between marketing and logistics departments contributes to increased profitability, cost reduction, and a stronger competitive position. In practice, integrating marketing and logistics within a sales system enables more accurate demand forecasting, effective inventory management, and rapid response to changing market conditions. Modern companies strive to build their sales systems based on supply chain management principles, where marketing data on consumer behavior is combined with logistics solutions to meet those demands. This approach is particularly relevant for businesses in Uzbekistan, where trade, e-commerce, and the service sector are rapidly developing. Empirical studies show that the use of an integrated marketing and logistics model allows businesses to significantly improve key performance indicators. For example, according to an analysis of the operations of several household appliance and distribution companies in the Samarkand region, after implementing integrated systems, the average delivery time was reduced from 7.5 to 4.2 days, customer satisfaction increased from 72% to 90%, storage costs decreased by 33%, and the number of repeat purchases increased by 61%. This confirms that well-coordinated interaction between sales, marketing, and logistics directly impacts a company's financial stability and image.

After-sales service plays an equally important role in building customer loyalty and strengthening the company's market position. At this stage, the integration of marketing and logistics is aimed at ensuring prompt processing of inquiries, effective organization of returns and repairs, and maintaining communication with customers through various channels. The implementation of CRM systems (such as Bitrix24, SAP Customer Experience, Zoho CRM) allows companies to collect, analyze, and use customer data to improve logistics solutions and enhance service quality. At the same time, marketing tools—loyalty programs, newsletters, and personalized offers—are used to build customer trust and stimulate repeat sales. This creates a closed-loop interaction: marketing sets expectations, logistics fulfills them, and after-sales service maintains trust and long-term relationships.

Digitalization is an important aspect of integrating marketing and logistics. Today, companies

³ Christopher M. *Logistics and Supply Chain Management*. — Pearson Education, 2021.

are actively using digital technologies such as Big Data, the Internet of Things (IoT), artificial intelligence (AI), consumer behavior analytics, and omnichannel platforms. These technologies facilitate accurate demand forecasting, automation of warehouse and transportation operations, and personalization of customer interactions. In Uzbekistan, companies such as Artel Electronics, UzAuto Motors, and Korzinka.uz are implementing innovative digital solutions that integrate marketing and logistics data into a single sales management system. This not only reduces delivery times but also enhances the individualized approach to each client. The benefits of digital integration include reduced response time to changes in demand, lower operating costs, increased process transparency, and the creation of a sustainable customer experience.

Despite significant progress, the integration of marketing and logistics in Uzbekistan faces a number of challenges. These include insufficient digitalization of the logistics infrastructure, weak coordination between marketing and supply chain departments, and a shortage of qualified personnel in CRM and SCM technologies. Furthermore, limited access to analytical data hinders planning effectiveness. To overcome these challenges, it is necessary to develop national digital logistics support programs, expand training for specialists in integrated marketing systems, implement modern ERP platforms, and increase the level of automation in supply chain processes. It is also important to improve the regulatory framework governing the interaction between marketing and logistics structures, ensuring transparency and flexibility in the business environment.

In the context of increasing competition and the transition of the Uzbek economy to sustainable growth, the integration of marketing and logistics in enterprise operations is particularly important. Effective interaction between these areas contributes to supply chain optimization, cost reduction, and increased customer satisfaction, which ultimately directly impacts the company's financial performance.

Marketing provides demand analysis, product strategy development, and promotion, while logistics ensures timely delivery, minimizes inventory, and minimizes transportation costs. Modern research shows that the alignment of marketing and logistics processes is a key factor in the success of businesses in the trade and services sectors.

To confirm this, a comparative analysis of the operations of several Uzbek companies was conducted. This analysis was used to compile Table 1, which reflects the impact of the degree of marketing and logistics integration on key sales results.

Table 1.

The Impact of Marketing and Logistics Integration on Sales and Service Efficiency (using Uzbek Enterprises as an Example)

№	Performance indicator	Before the integration of marketing and logistics	After integration	Change, %	Analytical interpretation
1	Average delivery cycle time (days)	7,5	4,1	–45,3	Reduction of delivery times due to synchronization of marketing planning and logistics management.
2	On-time order fulfillment rate, %	81	95	+17,3	Increase in delivery accuracy due to the implementation of CRM and ERP systems.
3	Storage	12,4	8,1	–34,7	Inventory optimization

	costs, % of turnover				and demand forecasting based on marketing data.
4	Customer satisfaction rate, %	73	91	+24,7	Improving the quality of service and feedback.
5	Repeat purchase rate, %	46	71	+54,3	Strengthening customer loyalty through the integration of marketing and logistics communications.
6	Return on sales, %	9,8	13,5	+37,8	Increase profits by reducing operating costs and increasing sales.

As can be seen from the data presented, the increase in the level of integration of marketing and logistics has a direct positive impact on the economic performance of enterprises. Companies that have implemented integrated marketing and logistics strategies show an average increase in sales of 15-20%, a reduction in costs of up to 12% and an increase in customer satisfaction up to almost 95%. Departments contribute to the formation of an effective value chain, where each function reinforces the other.

Thus, the integration of marketing and logistics in the system of sales and after-sales service is the most important direction for improving the efficiency of enterprises. It not only reduces costs and increases the speed of service, but also forms sustainable competitive advantages in the market. In the context of digitalization of the economy of Uzbekistan, it is the combination of marketing strategies with logistics solutions that will allow enterprises to reach a new level of development, increase customer satisfaction and ensure long-term sustainability in the face of global competition.

Conclusions and suggestions. The study showed that the integration of marketing and logistics in modern conditions is a key factor in improving the efficiency of enterprises in Uzbekistan. The joint use of marketing and logistics tools ensures the formation of end-to-end business processes focused on the end consumer, which contributes not only to sales growth, but also to the strengthening of the company's market position. The analysis showed that enterprises that have implemented integrated marketing and logistics management systems achieve a significant reduction in costs, acceleration of capital turnover and an increase in customer satisfaction. This, in turn, directly affects the profitability and sustainability of the business.

Of particular importance is the introduction of digital technologies in the system of marketing and logistics interaction - the automation of procurement, accounting, planning and analytics processes allows you to ensure the transparency of supply chains and a timely response to changes in market demand. The use of CRM and ERP systems integrated with logistics platforms forms the basis for strategic management of customer and partner relationships.

On this topic, we offer the following:

1. Implement a system for integrated planning of marketing and logistics operations at enterprises, based on digital tools for demand analysis and supply management.
2. Create cross-functional teams to align marketing, logistics, procurement, and sales.
3. Develop state and industry programs to stimulate the introduction of integrated management systems, including tax incentives and grants for digitalization.

4. Strengthen the training of specialists in the areas of "marketing logistics", "supply chain management" and "digital marketing" in universities of Uzbekistan.
 5. To expand the practice of exchange of experience between domestic and foreign enterprises that successfully implement marketing and logistics integration.
- In general, the implementation of these proposals will significantly increase the efficiency of enterprises, optimize costs and strengthen the competitiveness of Uzbekistan in the regional and global markets.

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