

Modern Technologies for Improving the Quality of Services in the Transport Industry

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Citation: Knyaz'kina O.V., Khamitov R.M., Dmitriev G.V., Chernikova O.P. Modern Technologies for Improving the Quality of Services in the Transport Industry, *Kompetentnost' / Competency (Russia)*, 2025, no. 1, pp. 22–27. DOI: 10.24412/1993-8780-2025-1-22-27

key words

transportation, quality of services, logistics, marketing strategies

Transport services connect all sectors of the country's economy. The main task of transportation services is to meet the requirements of passengers and shippers in accordance with established requirements and standards. In this regard, it is necessary to study customer requests, accurately formulate and professionally implement marketing strategies for customer transportation services. The use of artificial intelligence in the organization of the transportation process creates conditions for improving the efficiency and quality of transport services. Of particular relevance is the concept of a Smart city, with a multidimensional urban transport system integrated into this concept, which is aimed at solving urban problems related to the transport sector.

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