

## **Enhancing Service Quality Responsiveness in the Digital Era: Insights from the Logistics Sector**

**Nontsikelelo Ngcobo**

*University of South Africa*

### **Abstract**

Responsiveness remains a critical dimension of service quality and a key determinant of customer satisfaction and loyalty. Yet, in the context of digital transformation, expectations of responsiveness are being reshaped by technologies such as Artificial Intelligence (AI), digital records management, and e-Customer Relationship Management (e-CRM). This paper examines the role of responsiveness in service quality within a South African logistics firm, while exploring how digital transformation can augment both customer and employee experiences.

Using a mixed-methods design, quantitative survey data from customers and qualitative interview data from employees (collected in 2022) were analysed to assess how responsiveness influences service perceptions. Customers highlighted the organisation's ability to accommodate last-minute requests and deliver services promptly, while employees emphasised a commitment to problem-solving and timely responses. These findings are reinterpreted through a digital transformation perspective, demonstrating how tools such as AI-enabled chatbots, predictive analytics, and integrated digital systems can enhance responsiveness beyond traditional methods.

From a marketing management perspective, the study highlights responsiveness as both an operational capability and a strategic lever for brand trust and competitive differentiation in the digital economy. The paper contributes to service quality literature by bridging traditional SERVQUAL frameworks with emerging digital practices, offering practical recommendations for logistics and other service-driven industries.

**Keywords:** Customer Experience; Employee Engagement; Predictive Analytics; Ecrm-CRM; Servqual