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CRM-SYSTEMS IN THE STRUCTURE OF MODERN BUSINESS CONNECTIONS

Customer Relationship Management (CRM) provides the opportunity to solve the issues of internal affairs and management of the company, actualizes the ability to build and automate business processes. Currently, one of the most effective means of solving a given problem is the scientifically grounded implementation of CRM-systems. Their development and use are conditioned by the need to modernize the company's relations with clients, to increase the professionalism level when working with the client data. Here it is worth noting that the effectiveness of the nature of the relationship depends on how well the actual collection of customer data is organized. Modern business has to meet the latest customer needs by investing its revenues in high-quality customer relationship management tools, among which CRM systems occupy a leading position.

In this regard, the purpose of the research is to study CRM-systems as structural components of modern business relationships, modeling such systems and designing ways to implement them.

CRM includes the actions and strategies that companies use to manage relationships with potential customers. The key is "relationships", which ensures loyalty and customer retention. The system includes a set of specific software and technologies designed to record, process, and store customer relationship information. Therefore, CRM-systems are used in business, which involves working with clients. The examples are businesses that trade, provide services; business in the financial and telecommunication spheres.

There are many CRM systems currently available, including open and commercial systems, as well as industry-standard and unified ones. Their main feature is the convenience of using a client base module, a list of counterparties, and business contacts.

CRM systems are divided by the job-specific technology. In particular, some are based on open source software and web technologies, while others are based on the 1C software platform and Microsoft ASP.NET technology. It should be noted that Microsoft ASP.NET technology is a multifunctional platform for web systems.

The main types of system management are operational, analytical and collaborative. The operating system serves to generate and transform information into a specific result. It combines and automates sales, service support, marketing, and customer service. Implementation of the CRM system allows to automate sales, manage the purchasing requests of new buyers. Such systems are used predominantly for financial institutions, which rely on long-term cooperation with clients. Marketing introduces the marketing process in order to find a better way of advertising and reach more potential customers, which allows you to gain market leadership.

The analytical type of system management is based on intelligent analytical methods, image recognition, correlation and assistance to key specialists in making informed decisions, determining the effectiveness of implementing a CRM system in the company and improving sales support. This kind of management is used for companies that make short-term contracts.

The third type of management is the "joint work", it allows the firm to share information with external process participants, suppliers, and distributors. Combining all these groups through generic information enables to create effective target companies. It is desirable to apply for companies that offer mass delivery of services (advertising agencies, product manufacturers, etc.).

To summarize, it should be noted that each type of management can be implemented separately from others, namely: operational automation of consumer business processes, which helps the personnel to perform their functions with clients; analytical, which consists in the analysis of information about consumers with diverse goals; The collaborative program interacts with consumers without customer involvement.

Considering the above structural analysis we can state that customer relationship management systems are considered as programs for automating sales and customer relationships. Phenomenological characteristics of CRM-systems are their relevance to modern business projects, as well as the demand in modernization of business communications.

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