

language of the magazine and delivery method. And clicks "Buy" order is accepted.

**Step 7.** Once filled with all the terms you need to press "Buy" as soon as the Sales Department will see an order and contact the customer.

Subscribe and get the magazine can be implemented in different ways.

Method 1: editorial subscription, the subscription is through editorial department by phone (056) 770-44-25 and regional representatives in different regions of Ukraine. There are 2 kinds of editorial subscription (delivery postman in a PO Box or mailbox), or delivery of the ordered parcel.

Method 2: subscription through Ukrposhta offices and departments with the Catalogue of Publications. First delivery the card is issued and when the log output to the specified address postman delivers magazine.

Method 3: subscription through alternative subscription service - is a company that buys edition wholesale and delivers by courier "from hand to hand".

Method 4: is the most popular at this time, the acquisition of the magazine through our website: [www.balance.ua](http://www.balance.ua). (Subscribing - online).

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## **SOCIAL NETWORKS: FRIENDS OR FOES?**

*Key words: social networks, time, statistics, influence, addiction*

More than 10 years people use social networks in their daily life. Unfortunately, people spend too much time online and get addicted to such kind of the internet resources. That is why I created a poll where participants were asked for some details about their time spending in social networks. The main goal of the created poll is to find out if there any problems in the society caused by social networks usage, how much time people of different age spend in social networks and whether their participants want to use social networks less or more in future.

Google Forms, one of Google services, was used to creating a poll and gathering data. This service allows users to create internet surveys, monitor the statistics or watch diagrams of results. Moreover, Google Form is absolutely free and open service.

According to the statistics, which poll shows, the overall amount of people who took part in poll is 26. Age of participants varies from 17 to 65 years: 12 people (46.2%) in the age of 17; 6 people (23.1%) in the age of 18; 2 people (7.6%) in the age of 28-32, 5 people (19.1%) in the age of 43-46 and 1 person (3.8%) who is 65.

Using the results of this survey, it is possible to identify the time people spend in social networks: only 15% of people spend less than 45 minutes per day and there are no respondents, who don't use social networks at all. The results of poll are spread in the following way: 50.8% of respondents use social networks more than 3 hours per day, 23.1% – from 1.5 to 3 hours, 30.8% – from 45 minutes to 1.5 hours.

Purpose(s) of using social networks were also within this research. There are some reasons why people use social networking sites: chatting with others, downloading or listening to the music, watching photos, videos or films, looking for some news or reviewing favorite groups or just reading some educating materials. Most of people (88.5%) use networks for chatting, 65.4% — for reviewing favorite groups, 46.2% for listening to music and the same results for watching photos and videos.

Statistics of popularity of different social networks among people shows that the most popular is VK (24 respondents), Instagram is on the second place (10 respondents), third place takes Facebook with 8 people of 26, Twitter is in the fourth place with 5 respondents and last place takes Odnoklassniki – h 3 of 26.

To sum up, people were asked about their wishes for future using of social networks and results are predictable – 80.8% of respondents want to use social network sites less than they use now, but 19.2% wish to spend more time online. This statistics shows that people understand destructive influence of wasting so much time in social networks

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## **THE EFFECTIVENESS OF IMPLEMENTATION CRM-SYSTEM**

*Key-words: customer, information, feedback, quality of work*

The most important aspect in improving marketing will work with the client, as the company "Himpromtehnologiya" there is no tradition of establishing feedback from customers, tracking their activity, a periodic reminder of the enterprise, encouraging cooperation. The main reason for this is the old system of conducting client base.

CRM – a model designed to support effective marketing, sales and customer service. Support for these business objectives involves collecting, storing and analyzing information about customers, suppliers, partners, as well as the company's internal processes. In fact, CRM-system is an analog of the marketing information system, however, is a more advanced and functional.

Benefits of CRM-system are numerous, but the basic are presented below. Using many customer interaction channels includes service at the point of sale, phone calls, emails, events, meetings, registration forms on websites and others.

Analysis of the collected customer information and data preparation affects the adoption of appropriate organizational decisions.