

CRM-SYSTEM IN MODERN MARKETING

One of the perspective directions in modern marketing is the use of CRM-systems.

CRM (Customer Relationship Management) is a strategy aimed at increase of business profitability and customers' satisfaction. According to the client-oriented strategy the customer is the center of business and every effort of the company must be concentrated around his/her requirements.

At present relationship management systems are gaining popularity all over the world - only in Eastern Europe, their application has increased by more than 40%. Industries with high competition are among the main consumers of them.

The objectives of the client-oriented strategy building and CRM-system implementation are market penetration, increase of profitability, reduction of costs of customers attracting and retaining, decrease of sales and service costs, operating costs and customers outflow, increase of staff efficiency etc.

Inflow of investment and increased competition in some industries have led to the fact that business in Ukraine is becoming more systemic, and many companies consider CRM an important tool in the struggle for survival. First of all it concerns: 1) the financial sector, which has experienced a period of rapid growth and is focused on optimizing business processes, 2) operators of communications who direct their efforts not only to attracting new customers but also retaining the attracted ones; 3) companies dealing products for everyday needs whose task is to automate sales representatives' work and to use their marketing budgets efficiently; 4) service and tourism enterprises and tourism that are interested in programs of customer loyalty improvement and marketing optimization.

For now there are a number of industry CRM solutions:

1) Software-as-a-Service - a business model of selling in which the supplier develops web-based application and manages it providing customers with access to the software via the Internet. This can significantly reduce the cost of IT infrastructure;

2) Oracle CRM On Demand - a system for customer relationship management which is accessed by subscription over the Internet; it allows you to manage sales, service, conduct marketing campaigns and provides services of a virtual call-center and data storage with integrated analytical tools. This kind of service is of interest for companies with a limited IT-budget; the main deterrent is the fear of losing control of the business confidential data;

3) SAP CRM – the system improves significantly work of departments that

directly interact with customers (sales, website, online store, marketing, service, consumer service departments, call centers).

4) Microsoft Dynamics CRM – it improves staff's productivity inside and outside organizations and facilitates the cooperation of sales departments, marketing and customer services with the help of modern technologies integrated into a single working environment.

One of the latest trends in the CRM market is development of social CRM in the Internet, social networks and forums. Social CRM handles social networks and forums where different companies' customers permanently communicate, discuss business and products, give advice etc. Certain employees of the company do not only read all the material, but also respond to some questions. This has a positive impact on the marketing policy of the company. But in Ukraine such systems are not developed well enough.

CRM systems not only permit to achieve sales growth through better customer service, reduce costs by automating all processes and integrating the work of departments, but also allows more efficient use of the staff's and especially managers' time.