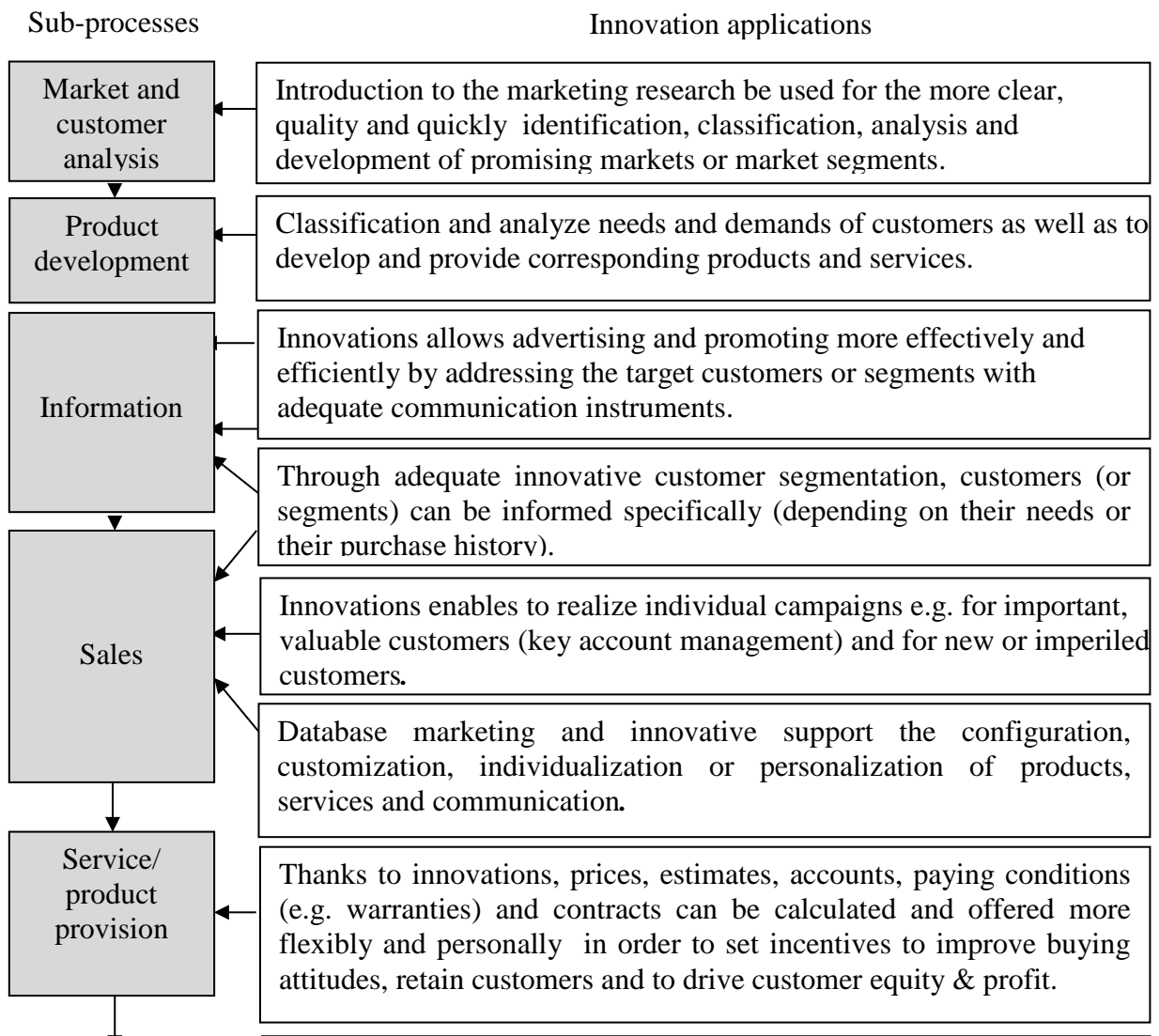


## **INOVATIONS IN THE PROCESSES OF CUSTOMER RELATIONSHIP MANAGEMENT**

Fierce competition forces companies to seek new ways of maintaining a competitive position on market. One of those ways is innovation in marketing. Thus, P. Drucker noted that "Because the purpose of business is to create a customer, the business enterprise has two—and only two—basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs. Marketing is the distinguishing, unique function of the business". This idea was confirmed by other foreign scientists, who believe that innovation is the engine of success in the competition, a vital element in the survival of companies in the long term, as well as contribute to the growth of market share. Thus, in an enterprise organization innovation can not be considered separate from the marketing function. It is not limited to technology or research, but extends to all business functions and activities.



Current trends in marketing relationships indicate a growing attention to innovation. This is due, primarily, with an increasing rate of change in consumer preferences, which requires faster reactions and management decisions. Consequently, the business must be flexible and adapt quickly, respond more quickly to customer needs and act proactively to their expectations, to gain an advantage over their competitors. Under these conditions, innovations have the greatest significance. The problem of the relationship with the consumer is dynamic, so no established management system can not remain unchanged.

**The purpose of this study** is to validate the use of innovation in the relationship with customers as a tool for retention and building long-term relationships. The objectives of such an innovative content relationship is to increase customer satisfaction and, therefore, increase customers retention rates of, which contributes to the preservation of future income.

**Research results.** Innovations in the processes of customer relationships is the least discussed in recent studies of innovation. To fill this gap has been studied in the process of relationship with customers based on the classification process, developed by the American Productivity and Quality Center (American Productivity & Quality Center). and considered the application of innovation at every stage.

**Conclusions.** The usage of innovations in the process of customers relationship as a tool of retaining and building long-term relations is justified. Attention is focused on innovation in business processes, since they carry a significant impact on relationships with customers. the key sub-processes of process relationships with customers is identified and reviewed the application of innovation for each of them.