

DETERMINATION OF THE MARKETING STRATEGY OF CLIENT BASE MANAGEMENT ON THE BASIS OF THE CRM SYSTEM

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Modern enterprises aim to produce high-quality products that will be in demand among consumers. The final result of the work depends both on the organization of the production process and on the organization of product sales. We are talking about the cooperation of the sales and marketing department with potential clients, buyers and consumers. Cooperation between the seller and the buyer determines future volumes product orders, and thereby directly affects profitability enterprises.

The marketing department provides the company with its image, creates a reputation, and advertises products. The sales department provides wide sales networks for these products. And it is the establishment of connections between the enterprise and the future .client is an important stage in the company's activity.

Customer Relationship Management (CRM) is an encompassing concept concepts used by companies to manage them relationships with consumers, including collection, storage and analysis information about consumers, suppliers, partners and information about relations with them. The modern CRM concept is aimed at study market and specific customer needs.

The key elements of the CRM system are marketing, sales and service. Their the combination makes it possible to use this technology. Marketing creates the ability to contact a potential consumer using communications. The sale provides an opportunity to make initial personal contact with consumer Service consolidates a positive impression of the consumer and contributes to the continuation of the connection with him. The result of applying these three components are feedback, management that creates prerequisites for consumer loyalty.

Nowadays, CRM systems are used by companies of all sizes and industries to store, analyze customer data, automate sales processes, and improve business efficiency. According to Fortune Business Insights, the global CRM software market was valued at \$63.9 billion in 2022, and is expected to grow to \$145.8 billion by 2029 [1].

Here is the official definition of CRM, which most fully reflects the problem: «Customer Relationship Management (CRM) is a business strategy for attracting (selection) and managing customers aimed at optimizing their value in the long term.

CRM implies the presence of a philosophy and culture in the organization that are customer-oriented, aimed at the effectiveness of work in the field of marketing, sales and service. CRM applications make it possible to effectively manage relationships with customers, provided that the company has the right goals, strategy and culture» [2].

The modern concept of CRM considers the sale not as a separate event carried out by a specific seller with a specific buyer, but as a continuous process in which every employee of the company is involved, as the art and science of using information about the client to win his loyalty and increase the value for the company. The goal is to build personal relationships with the client, regardless of the position of the company employee, in which department he works, where the office is located.

The CRM system is used to manage sales, marketing, and the work of customer support departments. That is, CRM is a program that helps organize a database of contacts and companies, segment it, track the progress of deals (build a sales funnel), build reports to track sales progress, and monitor team effectiveness.

The main goal of implementing a CRM system is to bring order to sales processes, standardize the contact base, make work easier, faster and more convenient, and to understand which processes in your company are working and which should be improved. Depending on the tasks, SRM can be installed on a computer or used as a cloud service. Most modern CRM systems also have a mobile application for working with a customer base from anywhere.

All information about customers is presented in the form of visual cards. For each client, the following are recorded: contact details, contact history (letters, contact in chats or social networks), calls with their records, follow-up tasks, files (such as contracts or payment receipts). The customer base in SRM can be segmented by various parameters to personalize offers and communication — in addition to the obvious name parameter, you can personalize communication by position, industry, current issues.

The basis of the CRM strategy is advanced management and information technologies designed to collect data about customers at all stages of the life cycle and select from them information that is used to build mutually beneficial relations between the customer and the company. In fact, it is necessary to find a unique set of services for each client. Business processes related to marketing, sales, production and customer service must be organized within the framework of the strategy and be fully integrated with the customer's life cycle, and information technology will only allow to change the rules of organization of business processes and nothing more.

A modern CRM system considers a sale not as a separate event that has been completed by a specific seller with a specific buyer, and as a continuous process, to in which every employee of the company is involved, as an art and a science using customer information to gain customer loyalty and increasing the value for the company. Recently, the demand for integration solutions has increased, which expand the functionality of CRM systems. These include:

- integration with telephony;
- integration with the mailing service;

– integration with social networks.

Therefore, the CRM system is a business strategy for building sustainable business relations of an enterprise. The implementation of electronic CRM systems means a complex transition of the enterprise to a new development policy, focused on customers. In this regard, it is necessary to adjust the main development strategy, business processes, and marketing policy. At the same time, information received from electronic CRM systems, should find practical application, as a result of which it has increase the profitability of the trading company.

The ability to track the stages of the sales funnel is one of the main advantages of CRM systems. Also, most CRMs provide for the creation of reports and functions for analytics, which can be customized individually for business tasks.

In CRM, it is possible to track all important sales indicators for your business - how many leads are added in a certain period of time, which sales channels bring new orders and from which channels the deals are closed. Integration of the CRM system with messengers greatly simplifies the process of communication between business and customers. To respond to an incoming message from any channel, a sales or customer support manager does not have to leave the system's SRM interface - all correspondence is available in a single window. This allows sales and customer support managers to provide leads with a better customer experience, never lose a single case, and have complete control over communications, regardless of where they take place.

Marketers can clearly understand the most popular, most effective communication channels among the target audience and attract as many leads as possible. Thanks to this information, marketing specialists can segment the customer base, adapt the marketing strategy and direct marketing activities to the most effective channels. In addition, integration with VoIP-telephony services allows you to record conversations with clients and listen to them directly from the client's card in SRM. After the call, you will be able to analyze the call, adjust the sales strategy and identify the strengths and weaknesses of your managers.

Thanks to the capabilities of the CRM system, this software can bring a number of advantages to the business:

- CRM is able to increase the conversion rate of customers;
- the return on investment in the CRM system can increase, subject to proper planning, as well as the average return on investment in the customer relationship management system;
 - increasing business profitability;
 - increasing the income of each member of the sales team;
 - increasing the productivity of the organization;
 - simplifying access to customer data.

The ability of srm to adapt to business tasks makes it universal for different fields and companies of different composition. You should not believe the prejudice that the CRM system is a program only for large businesses. In small companies, where employees often combine several positions, CRM will also prove to be an indispensable assistant.

The main features of using management tools customers are what, despite their superficial simplicity, they demand from marketer of deep skills as in understanding psychology, perception consumer motivations and directly to software, as well as in the most in-depth elements of their own target audience, which is very often absent implemented due to its complexity. In fact, for successful implementation and using the above-mentioned tools, it is necessary to choose the right goals the company is still at the stage of strategy development, and will be investigated in the future characteristics of your audience and adapt to them [3].

CRM is an indispensable tool for all company employees. Different departments and functional units within an organization can use CRM to fulfill their responsibilities. Today, there are many CRM software offers on the market: Oracle Siebel CRM, SAP CRM, Microsoft Dynamics CRM, BasePlan, ClientoBox, ASoft CRM, Terrasoft XRM, which perform operational, analytical and collaborative functions.

The main advantage of implementing this system is the improvement of cooperation with customers. The CRM system will ensure the performance of a number of functions that were performed at the enterprise. This system is necessary for implementation to:

- control the flow of customers, all incoming and outgoing calls, all order;
- clear organization of employees' work;
- creation of a single client base;
- the CRM system provides the department with ready-made decisions about whether another question.

Therefore, the use of modern CRM allows collect, systematize everything necessary information, make analysis and forecasts based on it, and also contributes to the effective management of relationships in the trade network.

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