

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

**Dernova M.**  
**Shynkarenko N., research supervisor**  
**National Mining University**

## **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.

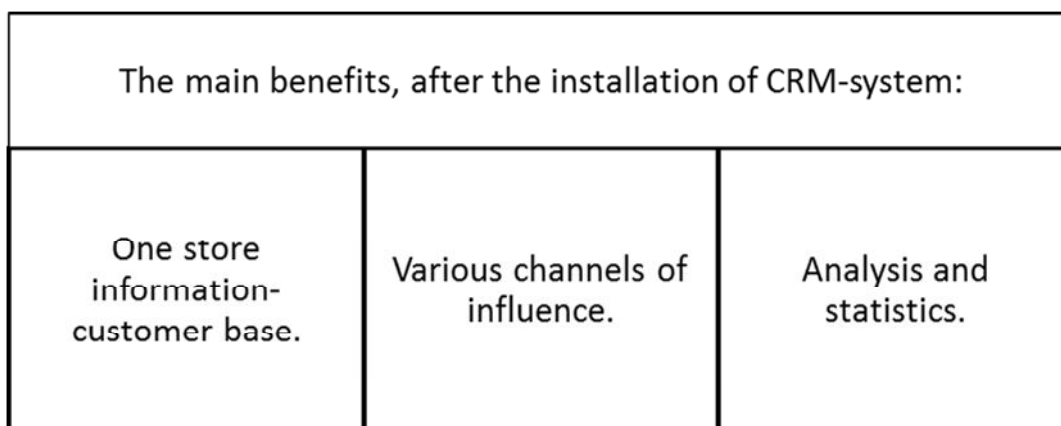


Fig. 1 Drawing. CRM-system benefits

The presence of such a system will simplify most of the functions in marketing, such as customer segmentation, analysis of their actions, accounting responses to certain stimuli, needs forecast for specific types of solvents, control frequency and the volume of purchases and more.

Based on the experience of most implementations, the time required personnel to perform the actions necessary to work with the client are reduced by at least 10% with the introduction of CRM-system. This is mainly due to the acceleration of access to information, automate routine tasks and reduce the time for internal communication and workflow.

**Duzenko I.**  
**Garmider L., research supervisor**  
**Ukrainian State University of Chemical Technology**

## **ROLE OF STRATEGIC PLANNING IN SHAPING ECONOMIC POTENTIAL OF THE REGION**

*Key words: strategic planning, region, socio-economic development, priorities*

The report examines the main issues of strategic planning of regional development, conclusions on the role and place of strategic planning for the formation of economic potential.

At present Ukraine's entry into the European regional structures and the question of drawing techniques implementation of strategic planning of regional development. Current rates of change and increase of knowledge is so great that strategic planning is the only way to formally predict future challenges and opportunities. That is why the issues of development and implementation of strategic planning of economic development in Ukraine gain in terms of transformation of market relations of particular relevance.

Domestic science does not yet have sufficient theoretical research in strategic planning of regional development. But a significant contribution to the study of the problem made by such scholars as Berdanova A., B. Vakulenko, Tertychka V., Kutidze LS, Nikolenko GA, Pushkar S. et al.