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USING OF CRM-SYSTEMS IN FORMING OF COMPETITIONAL MERITS OF ENTERPRISES

Foreign companies in conditions of growing competitions often use modified tools of creating competitive advantages in order to strengthen their positions in commodity markets by means of information Technologies, in particular CRM-systems. On the basis of literature sources analysis it was found that using of information system in managing relationships with clients provides increasing of customer loyalty, level of service (that is provided to customers) and improves financial indicators of enterprise activity [1, 2]. CRM-system comprise in itself program units that are aimed to save, process, make analysis of information about clients and submit that information to all departments of the enterprise where such information is necessary.

Using of CRM-systems in the area of relationships with clients allows:

- to systematize information about clients of the enterprise;
- to determine the most profitable clients and to develop attractive marketing proposals for them (these propels have to be aimed to increase loyalty);
- to react operatively to clients queries and complaints;
- to make forecasts on production sales;
- to respond operatively on changing market conditions.

Due to the set goals, the enterprise can use CRM-systems in order to:

- collect information about clients during production sales and service for customers;
- analyze information about relationships between enterprise and customer to develop some recommendations and to find out trends;
- provide customer participation in enterprise activity;
- make it possible for customer to influence on enterprise activity [3].

However few Ukrainian companies understand the feasibility of CRM-systems and usually use them to optimize internal processes and cost management. Thus the companies that usually do not take into account that the increase of prosecuted clients can increase profits by 50 - 100% (this is guaranteed by CRM-systems developers). Besides it is worth to notice that the installing of such systems is effective for enterprises of all sizes. In particular, for small and medium companies rates of turnover increase and profitability after implementing CRM project are higher than in larger organizations, often reaching 70-90 % [2].

References:

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