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COMPANY CRM SYSTEM STRATEGY IMPLEMENTATION

The paper presents the research findings on implementing the company CRM system strategies as the most effective and widely used tools to enhance its competitive position, thus allowing to collect, organize and analyze data about customers and potential customers, as well as identify their preferences. This study provides a rationale for using the CRM system which enables a better focus on specific markets and consumers, meeting their needs, and converting casual customers into loyal ones which is the key objective of any company in the market.
Keywords: CRM system, customer loyalty, business strategy, customer management system, marketing services, remarketing, sales promotion, personal selling.

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НАПРЯМИ РЕАЛІЗАЦІЇ СТРАТЕГІЙ CRM-СИСТЕМИ НА ПІДПРИЄМСТВІ

У статті викладено результати досліджень щодо напрямів реалізації стратегій CRM-системи на підприємстві як найбільш ефективних та розповсюджених інструментів підвищення конкурентної позиції, що надає змогу збирати, систематизувати та аналізувати дані про клієнтів та потенційних клієнтів компанії, а також виявляти їх вподобання. Обґрунтовано особливості використання цієї системи, яка дає змогу фокусуватися на конкретних ринках та споживачах, дозволяє повною мірою забезпечити задоволення їх потреб та перетворити випадкового клієнта на лояльного, що є одним з головних завдань будь-якої компанії на ринку.
Ключові слова: CRM-система, лояльність клієнта, стратегія бізнесу, система управління клієнтами, маркетинг послуг, ремаркетинг, стимулювання продажів, персональні продажі.

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НАПРАВЛЕНИЯ РЕАЛИЗАЦИИ СТРАТЕГИЙ CRM-СИСТЕМЫ НА ПРЕДПРИЯТИИ

В статье изложены результаты исследований по направлениям реализации стратегий CRM-системы на предприятии как наиболее эффективных и распространенных инструментов повышения конкурентной позиции, что дает возможность собирать, систематизировать и анализировать данные о клиентах и потенциальных клиентах компании, а также выявлять их предпочтения. Обоснованы особенности использования данной системы, которая позволяет фокусироваться на конкретных рынках и потребителях, позволяет более полно обеспечить удовлетворение их потребностей и превратить случайного клиента в лояльного, что является одной из главных задач любой компании на рынке.
Ключевые слова: CRM-система, лояльность клиента, стратегия бизнеса, система управления клиентами, маркетинг услуг, ремаркетинг, стимулирование продаж, персональные продажи.

Problem formulation and its connection with important scientific and practical tasks. CRM is a certain business ideology in terms of building the customer relationships. Pragmatically,

it is a software automating the process of collecting the customer information for further analysis. CRM use is effective only if the business strategy is customer-oriented.

Analysis of the recent publications on the problem. Within the sales promotion strategy, which is one of the main components in terms of marketing, the customer relationship management (CRM) systems have the highest value for marketing activities. In contrast to the interpretation of the concept of marketing services, the definition of the essence of this strategy is the same in almost all writings. CRM is the business strategy of selecting and managing the customer relationships to optimize the company value in the long term. According to M. Liantsevych, a classic marketing theory failed to describe many types of marketing practices, which was a prerequisite of the relationship-marketing emergence at the beginning of the last decade. The catalyst of dissemination of the automated marketing activities management current was the information technology. Not by chance, the software name, i.e. CustomerRelationshipManagement, is synonymous to the implementation of a relationship marketing at the enterprise. As was noted by A. Mardanov and R. Munasypov, CRM concept is not entirely new, since many enterprises have used it in business when building close relationships with customers to achieve their loyalty. This approach has always been particularly characteristic of small trade in goods and services, when the customer and the company have almost developed a friendship. The industrial era has replaced this approach with a standardized one, allowing to optimize the customer service costs and to increase the quantity of goods and amount of services produced. This situation has existed while the market was not saturated with standard goods and services and continually expanded, in particular because of the lack of serious competition. Now, when market structure has changed and the number of competitors has increased, the supply of goods in the market is no longer a guarantee of its sales even if there is a base of solvent customers [2, 11, 13]. None of the traditional methods of sales promotion guarantees sales of goods at the planned level. This situation has made the companies to switch to the old method of dealing with customers, namely personalized sales. Currently, the companies compete for the consumer's attention and money, since at this stage the consumer is in the heart of the marketing communications and sets the market trends. Thus, the clear and the wideset possible meeting of the consumer needs is the main task of the company seeking to maintain a competitive or leading position in the market.

Research gaps. CRM-strategy implementation involves identification, differentiation and personalization of the customers. This allows approaching each customer as a unique individual with his/her own set of needs and opportunities to address the same. Based on this, it should be noted that according to the value areas, each product should embody a certain level of quality, innovation, and its price should correspond to two parameters. Besides, the products should be available to the target consumers in terms of both finance and logistics.

The goal of this article is to research the directions of implementing the CRM-system strategies in the enterprise.

Presentation of key findings and their substantiation. CRM-system toolkit, in particular Terrasoft package, allows the company to supplement and strengthen its marketing strategy, primarily due to the possibility of clustering the customers in its customer base, monitoring and analyzing their behavior and offering the services, which are the most relevant for the customers. Only those marketing campaigns ae effective, which are built and designed on the basis of the relevant customer data. Such campaigns are called closed-loop campaigns [13].

The use of the CRM-system to implement the strategy is crucial for an effective operation of tools such as:

- Remarketing of potential customers from competitors' websites and after visits to the company's website.
- Planning of effective targeted mailing lists.

- Company participation in exhibitions relevant for potential customers.
- Stimulation of the word of mouth effect.

First, one should focus on the CRM-system role in remarketing. Due to the integration of CRM system and GoogleAnalytics, the service of the same name company, allowing to analyze the website visiting figures and purchasing behavior at landing pages. Upon integration of these two services, GoogleAnalytics remembers every customer from the customer base, who visited the website, automatically indicating this fact in the customer data management system [12]. This allows not only to customize the media remarketing for these customers, i.e. to encourage the customer to return to the website in order to make a purchase, but also, to hold a more efficient telemarketing, i.e. direct heat sales by phone. The effectiveness of calls made based on the data on visits to various landing pages is increased because the sales manager:

- possessing information that a potential customer is interested in purchasing a service;
- can offer to the potential customer a turnkey solution of its problems, not wasting his/her time.

Thus, the chances of the sales managers to solicit a real order are increased significantly as compared to the option. Thus, the company receives two significant advantages; first, it can optimize its spending on the media advertising, since it will be shown only to the potentially interested Internet users, and second, it can optimize the cost of direct telephone sales in the same manner.

Following a similar principle, the CRM-system allows optimizing the direct mailing. Due to the indication of products reviewed by a potential or current customer in the CRM-System, the efficiency of direct mailing by e-mail can be enhanced not only by personalizing the letter, but also due to the formation of mailing segments, taking into account the interest of the customer in a particular product. According to the research conducted by Intelligent Emails [10], the triggering (motivating to action) personalized letters are opened three times more frequently than standard mass mailing using a simple email. Meanwhile the rate of following the link from the mail is half as high, indicating a good efficiency of the automatic targeted mailing. Besides, a bilateral system integration with automatic mailing service allows the company managers to not only track the delivery status of letters, but also to analyze the ratings and frequency of their opening, following the links etc. This allows allocating the messages and products of interest to a particular user, and working at them in greater detail to eventually solicit an order. Besides, linking the CRM system to mailing and retargeting, the company is able to determine the most successful communication channel for a particular user and not to duplicate messages using two communications channels at a time.

In addition to improving the overall targeting of the direct mail, which is an obvious advantage in terms of the client relation management, the company managers also benefit from the CRM-system integration with direct mailing, since:

- The manager can get a complete picture of customer communication.
- S/he can be sure that no letter will be lost.
- The manager will control and distribute correspondence with clients among all employees, depending on the manager's function.
- This integration does not change the mechanism of the manager's dealing with a convenient mail client interface, but only brings convenience to the correspondence management, since each letter is automatically assigned to a particular counterparty in the system.

The key role is played by the CRM-system in achievement of the strategic goal such as the company participation in specialized exhibitions and conferences visited by potential or existing customers. CRM-system allows segmenting the target audience to identify the events, which are the most strategically interesting for performance, and topics of interest to potential consumers. The

company enjoys this possibility due to the data array, which is contained or may be added to the customer relationship management system. These data include, primarily:
- Information about the industry in which the company operates.
- Information on the interest of potential customers in various products offered by the company.
- Data on the history of company visits to various exhibitions and conferences.
- Data on direct participation in exhibitions.
- Information about the problems faced by the customer in business tourism.

A quarter of these data are filled in by default and are contained in each counterparty's profile available in the system. The answer to the question from the last item can be obtained after formation of certain "pool" of target consumers who are interested, or 100% confident in their participation in any event [9].

Conclusions and prospects for further research. Thus, using the CRM-system, the companies are able to hold an initial consumer segmentation by sector of business, to identify potential consumers who intend to attend the event, and to conduct a basic economic evaluation of their participation in the event, based on the interest of the target consumer in the company product. Referring to these data, the companies are able to choose the most appropriate events to be attended, making their decisions in view of the target audience quantity.

The last, but the most interesting way of using the CRM-systems in terms of motivating the consumer loyalty is providing discounts based on the customer purchase history. Using CRMTerrasoftbpm, the companies are able to automate the process of providing discounts to their customers, having included the rules of providing discounts into the system algorithm according to the frequency or value of services provided to the customer.

In addition to the above methods of including the CRM-system into the company marketing strategy, this tool also plays a key role in operation of the consumer's account on the website. It is through CRM-system that the company will be able to ensure the uploading of documents to the customer's account and to process the requests for services in the shortest time possible.

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