

**Marusei Tetiana**

PhD (in Economics), Associate Professor

**Bilyk Tetiana**

PhD (in Economics), Vice-rector

State Agrarian and Engineering University in Podilya  
Kamianets-Podilskyi, Ukraine

## **CRM-SYSTEM AS AN INSTRUMENT OF MODERN BUSINESS**

In modern business, the need to automate various processes has become a commonplace phenomenon. The issue of automation of business processes is very actual and is in demand among the market of informational services. Information technology provides a wide range of opportunities for accelerating and improving the quality of information processing. In addition, they are, firstly, making possible the implementation of new management approaches based on the expansion of the management model beyond the boundaries of one enterprise, thus creating conditions for consistent management of all commodity flows. Secondly, they provide the possibility of direct inclusion of the last user in the system of interaction of market subjects, obtaining orders from the consumer and its long-term maintenance throughout the life cycle. In other words, the process of transition to new management principles, strengthening the orientation of the consumer are maintained by appropriate technological and information capabilities. The basis of any business is its customers. For a modern enterprise, it's important to build a system of customer relationships in a right way. Attracted and satisfied with the quality of services the client will bring the company additional profit and popularity. That is why modern enterprises in the process of making managerial decisions actively use class system CRM.

To the main modern, and for Ukraine - innovative tools information technology relations with their clients might be included, namely, CRM-systems. Today, CRM systems (English Customer Relationship Management) help to organize the process of interaction with partners, regular customers and control the activities of employees. Modern CRM-system is a computer technology, with a help of which it is possible to improve enterprise management through automation of communication management within the organization, and outside of it - in fact with clients [3].

CRM (Customer Relationship Management) - customer relationship management, a modern direction in the field of automation management. According to the definition, CRM is an opportunity to integrate and maximize the use of all sources of data about existing and potential clients. Thus, CRM technologies determine, first of all, the ability to collect, process and efficiently use information. The term CRM defines, as a rule, not only information systems that contain customer relationship management functions, but also the strategy of customer orientation. The essence of this strategy is to combine various sources of customer information, sales, marketing feedback, market trends [2]. CRM systems provide an opportunity to increase the efficiency of customer identification, automate the process of obtaining profiles of customers and data in the market sectors, automate the process of marketing research, identify the most promising clients of the company and concentrate resources on the most important sectors of the market.

There are different criteria that companies use when choosing a CRM system. The main criterion is the type of CRM-system that determines whether this system is appropriate

to the specific features of the organization. The most important criterion for choosing CRM-systems is the ability to integrate the system with current enterprise data records. Almost all CRM-systems for large and medium-sized companies are subject to refinement under the requirements of a specific organization.

Another up-to-date and important criterion for choosing a CRM system is the possibility of integration with telecommunications (telephony, SMS, fax) and web-applications; at the same time, the often decisive factor in using or rejecting a CRM system is the aggregate cost of a system that consists directly of the cost of licenses software product and cost of system implementation and support. It is important to choose the right categories of information and data that will be able to support this system when choosing a relationship management system. All in all, after the introduction, it will be more difficult to complete the system.

The main criteria for choosing a CRM-system for customer relationship management are:

- correspondence of the system functionality with the objectives of the company and the strategy of the company;
- the possibility of integration with other corporate information systems;
- the possibility of updating CRM-system with a focus on the needs of the company;
- correspondence with CRM technical requirements;
- total cost of the CRM-system (cost of licenses, implementation, maintenance);
- availability of implementation and support services [2].

According to ISM, Nucleus Research, CRM Magazine, 2017, CRM Magazine ten best systems were ranked: bpm'online sales, Bitrix24, amoCRM, Megaplan, Client Base, Salesforce CRM, FreshOffice CRM, Zoho CRM, Simple Business, Hamster CRM. Among them there are expensive or free ones, which work online or without connection to the Internet [6]. But for companies with limited financial capabilities, it will be enough to use Bitrix24 software. It is a kind of social network at work, which allows employees to communicate easily and conveniently with each other and with existing and potential clients - on the site, by e-mail, by video communication, by mobile phones. This program is one of the best free CRM systems that has all the capabilities to control and analyze the communication and sales process [5].

The CRM system is necessary for those departments of the company who are directly in contact with their daily work with clients. These are sales departments for goods and services, support, marketing – these departments, based on the input data in CRM, analyze marketing activities and market trends. The purpose of CRM as an information system is to automate business processes of the company and ensure the interaction of all its departments with its clients. CRM solves tasks aimed at satisfying and retaining customers, optimizing the company's business, as it reduces the costs associated with the search and processing of information, data analysis, and sales management.

Thus, we can conclude that CRM-systems are one of the most promising segments of the software market and management information systems. In Ukraine, CRM is already actively used by a number of companies and has proven itself as an effective tool for customer relationship management. Customer relationship management systems are an appropriate tool for supporting decision-making in a modern organization, they have the necessary tools for analyzing the current state of business affairs, where the indicator is used as a system of customer interaction. The CRM system allows the management of the

organization to make managerial decisions on the basis of the received data regarding the development of the company.

### References

1. *Main tendencies of the Ukrainian market of CRM-systems*. URL: <https://crosssellguide.com> (in Ukr.)
2. Marusei, T. (2016). Implementation of CRM-systems in the marketing activities of the enterprise. *Economy and State*, 6, 87-89. (in Ukr.)
3. Marusei, T.V. (October 30, 2015). CRM-technology as a marketing management tool. Papers presented at the meeting «National production and in terms of reforming the economy: state and prospects of innovative development and interregional integration» of State Agrarian and Engineering University in Podilya. Kamianets-Podilskyi, Ukraine. (in Ukr.)
4. Marusei, T.V. (2015). CRM-technology as a marketing management tool. Retrived from [http://sophus.at.ua/publ/2015\\_10\\_30\\_kampodilsk/sekcija\\_section\\_3\\_2015\\_10\\_30/crm\\_tekh\\_nologiji\\_jak\\_zasib\\_upravlinnja\\_marketingom/104-1-0-1588](http://sophus.at.ua/publ/2015_10_30_kampodilsk/sekcija_section_3_2015_10_30/crm_tekh_nologiji_jak_zasib_upravlinnja_marketingom/104-1-0-1588) (in Ukr.)
5. Possibilities of using CRM-systems. Retrived from <https://www.terrasoft.ua>.
6. *Top 10 CRM Software Vendors*. Retrived from <https://www.appsruntheworld.com>.
7. What are CRM systems and how to choose them correctly? Retrived from <http://it-ua.info/news/2015/02/03/scho-take-crm-sistemi-yak-h-pravilno-vibirati.html>. (in Ukr.)



**Milićević Snežana**  
PhD, Associate Professor, Professor at the Department  
**Katrovanović Marija**  
Bachelor of Management  
Faculty of Hotel Management and Tourism in Vrnjačka  
University of Kragujevac  
Banja, Serbia

### EVENT TOURISM - POSSIBILITY FOR THE DEVELOPMENT OF A TOURIST DESTINATION

Modern tourism is increasingly characterized by the growth of demand by tourists for specific services and experiences. This is precisely the role and significance of manifestations as one of the main patterns of a constant increase in international tourism. Events are not only part of the tourism industry, but are part of human everyday life, interweaving through various traditional, historical, religious events. In the last few decades, there has been an increase in the number of events organized in one place, and accordingly, the interest in sharing their importance in the field of tourism is gaining importance. The aim of this paper is to point to the event tourism as a potential for the development of a