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## “Journal of Economics and Social Sciences”



### **Customer Relationship Management as the efficient tool for organization management** Tomsk Polytechnic University

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#### **Abstract**

This article is about important issue, which proves the efficiency of relatively new software called Customer Relationship Management (CRM). The definition, motives that led to the re-order advertising services, the benefits of this kind of management are considered here. Also there is the main purpose of the implementation of CRM mentioned in this article. The importance of such management tool is that it helps improve the individual approach to each potential and current clients. The article reveals aspects of the topic. Customer Relationship Management System is a key point in customer interaction and employee of the company. This tool creates loyalty and value for customers.

*Keywords:* Customer Relationship Management, efficiency, management, organization, value, customer;

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#### **1. Introduction**

The development of relationships with customers is a purposeful activity of creation the conditions for the successful information exchange between the advertising agent and the company's client. Current situation on the world market requires new ways of working with clients, for organizations to have more accurate approach to each customer that will help them learn customer's needs. Customer Relationship Management may be the solution for this issue.

#### **2. Customer Relationship Management**

Customer Relationship Management (CRM) includes the ideology and technology of the history about relations between the client and the firm, which allows more accurate planning of business and increase its stability. "Growing" the client and its development can be seen as a necessary condition for the success of both current and prospective clients with. It is interesting to note that the price is not the decisive factor in the learning of loyalty and when making permanent purchases.

Motives that led to the re-order advertising services, according to the research, are located in the following types:

1. Quality of service;
2. Execution of the order on time;

3. The simplicity of ordering;
4. A wide selection of services provided at the firm;
5. Access to full information related all products;
6. Easy navigation on the web-site;
7. A price.

The benefits that firm's clients will get by using the CRM system are the following:

1. Increase in the level of service due to a larger number of communication channels available, accurate and fast execution of orders and delivery of services;
2. Targeted offers, representing the desired customer personalized product at the right time for the customer;
3. More options for products and supply due to the fact that the concerted action of all units allow companies to offer products that suit individual customer needs.

In recent years, the technology of customer relationship management became the strategic foundation for many companies and the most important factor for success. According to the article of Stuazhkin M.S., Gasparyan G.A. "Managing competitiveness in XXI century: effective business instruments" through the implementation of initiatives in the field of CRM, more and more of various companies increase profitability and competitiveness by strengthening relationships with existing customers and increase their attractiveness to the new customers [5]. CRM technology prospects possessed modern market, creating the basis for long-term success of a growing number of companies in almost all industries [2].

The main purpose of the implementation of Customer Relationship Management is a holistic and accurate view on customers, through the implementation of enterprise-wide integrated business processes, customer-oriented. The solution allows the company to build a comprehensive cross-cutting business script covering along with marketing, sales, management, distribution channels, customer services and such areas as: management of logistics network, finances and personnel. According to the article of Dudnikova A.V., Chistyakova N.O., Yakimenko E.V. "Advantages and disadvantages of advertising and promotion in the Internet" this software is a kind of advertising for organizations, which use CRM [4]. Totally, it is the advantage for organization reputation.

The solutions for customer relationship management imply the reduction of costs in many areas. These savings can provide, for example, expensive personalized services to the most profitable customers while minimizing the cost by less profitable customer. Manufacturers such solutions help reduce the execution time of individual orders and release of new products to the market.

Creating value for the company and for its customers is the primary goal for customer relationship management [3]. Decision on Customer Relationship Management helps companies to create value for customers, while motivating them to create value through the acquisition of products, increase customer loyalty and effective communication with the company.

System Customer Relationship Management is a key point in customer interaction and employee of the company, in case of the advertising agent. There is the most complete information about current and potential customers, which provides an individual approach to each client, knowing his needs, capabilities and limitations. This allows us to trace the psychology of the customer's behavior and be more careful in communication with him, accompanied by the achievement of the objectives of the organization and its mission.

Efficient planning of the development of relations with clients is carried out only when the interest in this organization [1].

### **3. Conclusion**

Despite the fact that the cost reduction in working with clients is the most common result of the introduction of the class CRM, nevertheless, it is not a major commercial advantage for companies. Ultimately, solutions for customer relationship management can improve the real economic value of the company by increasing the long-term value of the customer base - the total value obtained over the entire life cycle of all the company's customers. Thus, initiatives in the field of CRM companies provide a strategic advantage. That is why hypothesis about the CRM solution has confirmed.

## **Acknowledgements**

This research was financially supported by National Research Tomsk Polytechnic University.

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