

Customer relationship management

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Background. Any company engaged in business sooner or later faces the fact that managing customer relationships is becoming increasingly difficult. Then a CRM system can come to the rescue. CRM here stands for Customer Relationship Management. A CRM system is a service for automating business processes. In small businesses, it is still common to keep a history of calls and contacts in Excel tables or use separate applications for performance analytics. These are examples of “manual” CRM, which, of course, loses out to the automation of business processes. Therefore, a huge number of CRM — integrated systems with modules aimed at performing various tasks, a single repository, and the ability to connect additional services have appeared on the market over the past decade.

Aim. Learn more about CRM systems and choose the best one.

Methods. For research, it is necessary to study what a CRM system is in general, compare different types and find several variants of CRM systems.

Results. CRM is used to:

- Improve customer interaction processes in order to minimize the negative experience of customer interaction with the company. Thereby becoming “closer” to the client.
- Satisfy the customer’s need for both the company’s product/service and the service provided, which will lead to an increase in customer loyalty.
- Build a long-term relationship with the client
- Maximize the company’s profit

There are the following types of CRM systems:

- Operational CRM systems. They help you to carry out the daily processes of your company and automate routine tasks.
- Analytical CRM systems. These are huge databases with detailed information about your customers and business processes.
- Collective CRM systems. They help to increase the efficiency of interactions between different departments of your company.

NetHunt is one of the most popular CRM systems . NetHunt automates sales processes, integrated into Gmail. It helps to collect potential customers from different sources, evaluate, segment, automate and track their path through the sales funnel — directly from Gmail.

Opportunities:

- Lead generation using web forms and online chats;
- Setting up personalized and mass email newsletters, tracking results;
- Visualization of the sales funnel and tracking of each interaction with the client;
- Assignment and monitoring of tasks;
- Reports on the work of sales, marketing, support and so on.

Conclusions. CRM systems are the best solution to establish relationships with customers and improve quality of your products.

Keywords: CRM; business processes; NetHunt; customer relationships; CRM integration.

References

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