

**PEDTR 2019****18<sup>th</sup> International Scientific Conference “Problems of Enterprise Development:  
Theory and Practice”****APPLICATION OF CRM SYSTEMS IN ENTERPRISES IN THE  
DIGITAL ECONOMY**

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petryaninaolga@rambler.ru***Abstract***

The rapid development of technology and the dissemination of information can be attributed to one of the most discussed topics that affect the success of every company that wants to stay as long as possible on a high platform of a competitive market. Specialized software is invented and used to organize and automate various processes. At the same time, the stage of the relationship with the end consumer, who chose your product, is not given importance. It is difficult to keep track of perfect sales and subsequent comments from both sides without a competent accounting system. In order to avoid such misunderstandings, it is necessary to automate and standardize the management of customer relations. To address this issue, various software products are released on the markets that satisfy most of the requests of companies. In recent years, the most popular is the relationship management system CRM (Customer Relationship Management). The effectiveness of customer management systems is proved by the experience of their practical application in developed countries. The CRM concept allows you to get information about your customers using detailed information of the target audience. CRM system used to increase sales, improve customer service. The relevance is due to a number of problems in this area, in particular, with regard to the implementation of this system to enterprises. The object of the study is CRM systems. The subject of the study is the implementation of CRM systems in the enterprise for the purpose of reengineering its business processes.

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## **1. Introduction**

Today, there are a large number of different enterprises. The main factor of success of them is competent automation of all its business processes. Managing a modern enterprise in a market economy is not an easy process. It implies a set of certain management actions in the current time periods in order to solve the strategic task of ensuring its sustainable financial and socio-economic development.

Information systems expand the professional capabilities of specialists and allow carrying out the activities of an economic entity more rationally, purposefully and economically, and, therefore, more efficiently. The modern market creates a situation in which it is necessary to constantly improve production efficiency, respond to any changes as quickly as possible, improve the quality of customer service, reduce losses, and build effective forecasts for the future. To do this, the head of the company must have reliable information to conduct a full analysis of the company's activities in real time. Whether it is the state of the production cycle, inventory accounting and their movements, the activities of trade enterprises, relationships with suppliers or branches, personnel management tasks, financial accounting. Therefore, sooner or later automation tasks arise. Only the ways and means of achieving the final result can differ.

Information systems (IS) are created to facilitate the processing of information. Automated information systems are called, in which technical means are used, in particular computers. Sometimes a narrower interpretation of the concept of IS used as a set of hardware and software tools used to solve a certain applied problem. In an organization, for example, there may be information systems, which, accordingly, are assigned the following tasks: accounting of personnel and material and technical means, calculation with suppliers and customers, accounting, etc.

## **2. Problem Statement**

A large number of works of Russian and foreign authors have devoted their work to this problem. In this article we relied on research of such domestic economists as Rybakova and Orlov (2017), Spitsyn, and Fedorets (2017) and others. From the western authors it should be noted works of Cruz-Jesus, Pinheiro and Oliveira (2019), Haddara and Constantini (2017), Kunath and Winkler (2019), Marwa, Amira, and Mahmoud (2018), Soltani and Navimipour (2016) and others.

During the research of information flows of the enterprise, the problem of registration and support of the organization's clients was discovered. This happens because the existing information systems are not suitable due to the specifics of the enterprise or are not used for other reasons.

## **3. Research Questions**

During the study of this work, the following tasks were formulated and solved:

1. The advantages and disadvantages of using CRM systems are analyzed;
2. An assessment of their further development in Russia is given;
3. The essence of CRM systems suitable for enterprise management is considered.

#### **4. Purpose of the Study**

The purpose of this study is to evaluate the effectiveness of the CRM system; as well as in the development of a plan for the implementation of customer accounting information systems and contracts. This will allow you to register and accompany the company's clients. To achieve this goal, the article explores how CRM concepts and systems help businesses in management tasks, as well as in customer relationships.

#### **5. Research Methods**

The following methods were used to implement the tasks set in the work:

1. Typological and comparative methods – for the analysis of CRM systems in Russian enterprises;
2. Modeling method – to develop recommendations for the implementation of information systems for accounting clients and contracts;
3. Comparative-descriptive method - to characterize the advantages and disadvantages of a CRM system.

#### **6. Findings**

This paper discusses information systems aimed at managing customer relationships. The purpose of such systems is to ensure the growth of efficiency of business processes concentrated in the organization's front office - determining the target group of the enterprise and their desires, analyzing updated information on customer contacts and transactions, ensuring the growth of the bank's profitability by developing individual strategies.

The ideology of CRM is to ensure the transition from a mass marketing strategy and mass sales to individual (One-to-One) sales or services, according to the individual requirements of the consumer.

Implementation of automation of work with a client through a CRM system provides automation of business marketing processes, the basis of which is personal work with each client, customer service and support. Such a system provides quick access to information on the client and the issuance of such information in various forms convenient for various users. The CRM concept allows the collection and analysis of information about an existing or potential customer. So, the system can collect information about:

- Customer reactions to a business proposal;
- Service satisfaction;
- Change in customer preferences;
- Fulfilment of obligations;
- Income received from the client.

The system also allows you to track and analyze existing relationships with the client. This is important because the cost of attracting a new customer is an order of magnitude higher than the cost of retaining an existing customer.

The CRM program provides an opportunity to ensure effective interaction with the following entities:

- By customers;
- Suppliers;
- Intermediaries;
- Structural units of the enterprise.

At the same time, customer relationship management becomes:

- Transparent;
- Planned;
- Manageable.

The program allows you to automate the procedure:

- Preparation of reports;
- Extracts of documents;
- Other routine tasks.

Managers can monitor employee actions in real time. The system also contains the ability to remind you of events or specific dates.

CRM-system has the following features:

- Planning and analysis of active sales;
- Maintaining a customer database;
- Management of the base of promotional staff;
- Schedule management:
- Promoters;
- Supervisors;
- Merchandisers;
- Maintaining a booking database with an address program;
- Monitoring of mutual settlements;
- Creation of documents;
- Assignment of tasks;
- Control of assignments;
- Receivables management;
- Analysis of the financial activities of the enterprise.

The main objective of CRM is to increase the efficiency of business processes aimed at attracting and retaining customers in marketing, sales, service and maintenance, regardless of the channel through which contact with the client occurs. By storing customer information, business processes are established and improved, and subsequent results are analyzed.

CRM is a system that helps the company regulate relations with current and potential customers, optimizes the work of employees, and simplifies business management. Using this strategy, the company collects information about its customers at all stages of its life cycle, and uses the acquired knowledge in favor of the interests of its business by building mutually beneficial relationships.

Everyone knows the situation when you wrote down so as not to forget, and then forgot where you wrote down. This does not happen with users of CRM systems. The program not only reminds you to call, write a letter, but also unites all communication channels: you can directly call from CPM, write letters,

correspond with clients on social networks, send them automatic sms, receive their applications from the form on the site.

But that is not all. Among the advantages of CRM is the automation of almost any routine tasks. For instance:

- Capture applications from e-mail and from the site form and assignment of responsible managers to them;
- Automatic task setting for managers at each stage of the sales funnel;
- Formation of documents according to a template with auto-completion of customer and transaction data;
- Mailing notifications via sms or e-mail;
- Automatic launch of transactions and projects by template, etc.

Thanks to CRM, your analytics will become clear, visual and fast. Click-click - before you are the results of the day, week or eight months and four days.

However, despite the advantages and efficiency of automated customer management systems, disadvantages can be noted:

1. If a program fails, all information that is extremely difficult to recover may disappear.
2. There are some security concerns. There is a risk of leakage of information about information important to the enterprise through the CRM system.
3. Complexity of reporting – additional training of employees is required.
4. The problem of involving employees who may not fully take advantage of CRM systems to maximize the program's capabilities.

The Russian market of automated customer management systems is several years late from Western companies and has its own peculiarities of market and business development. A feature of Russian companies is the closure of customer information (Sviridova, 2017).

On the market of software products and information systems, there are a large number of offers for CRM systems. These systems are quite diverse in terms of the volume of tasks to be solved; the equipment used, and work technologies. When choosing a CRM system, many factors must be considered.

For purposes related to the quality system, it is important to consider the following factors:

- Compliance to requirements of business. Before you decide to implement the CRM system, you need to determine exactly which tasks it will perform in a specific enterprise environment. The system must be selected for business requirements, not vice versa;
- Usability. The user interface should be as simple and convenient as possible;
- Availability of analytical tools. The CRM system should provide an opportunity to conduct analysis focused on each specific client;
- Customizable to processes. It is important that the CRM system allows you to flexibly change settings depending on the progress of the process. This feature will allow you to more fully define and automate each specific process;
- Scalability. This criterion is particularly important for large organizations;
- Set up for specific industry requirements. Each industry and sphere of activity has its own specifics of working as masters. This specificity must be taken into account in the CRM system;

- Control under users;
- Integration with other information systems. There may be other process automation and control systems in your organization, so the ability to integrate and exchange data between CRM and other automation systems is an important selection criterion;
- Possession cost.

The implementation of the CRM system takes the organization to a new level of work and quality of customer service. Many factors must be taken into account for an effective and successful implementation. The implementation process always affects your organization's customers. It is important to clearly define the needs of the company (what tasks CRM should solve) and plan the entire process in detail.

In order to successfully implement the CRM system, the management of the organization must take a number of steps. Key steps to ensure successful implementation of the CRM system include:

1. Engagement of key stakeholders. Before starting the project, you need to identify all stakeholders (users, customers, management, vendors, and so on) and assess their expectations of the CRM system implementation. Many CRM projects fail because stakeholders are not involved in the implementation process. They should participate in business task evaluation, development of implementation strategy, definition of CRM usage rules in the company.

2. Defining a CRM strategy. Defining a CRM strategy involves identifying critical interactions between business goals, business processes, people, and software. A CRM strategy is needed to improve these interactions. Before you start implementing software, you need to identify the benefits of implementation and establish key performance indicators.

3. The definition of the objectives of CRM implementation and prioritization. Before starting a project to implement a CRM system, you need to clearly formulate the implementation goals. Social and organizational factors such as company structure, roles and subordination, and resistance to change must be taken into account.

4. If the organization uses information systems related to the automation of other processes, then the plan for the integration of these systems with the CRM system must be included in the implementation plan.

5. Integration of the existing systems. If your organization uses information systems that are associated with automation of other processes, you must include a plan to integrate these systems with the CRM system in your implementation plan.

6. Definition of CRM system providers. To select the CRM system suppliers, you need to compare the business needs (business tasks) with the opportunities presented on the market of CRM systems. The next step in selecting suppliers will be to compare the implementation strategy and implementation and integration plans with the supplier proposals. Based on these comparisons, it is necessary to create a list of potential CRM system suppliers.

7. Informing stakeholders. The organization's staff must be trained to work with the system. Customers, suppliers, partners should be informed about the new rules of work and changes related to the implementation of the CRM system.

The mere presence of a CRM system in the company does not guarantee high sales and the flow of loyal customers, because:

- CRM will not turn a bad employee into a good one.
- CRM will not show correct reports if you do not add all the data to the program.
- CRM will not remind you of a meeting with a client unless you set yourself such a task, etc.

In a word, if this tool is used incorrectly, then you should not count on profit growth. You must initially clearly understand what the purpose of implementing CRM is, and constantly improve your business processes.

At the moment, the Russian market of CRM-systems is experiencing stable growth. CRM-methodology has proved its right to exist and has become a business tool. The assortment of CRM-solutions for various purposes, presented on the Russian market, is much more modest compared to the western one. Companies are provided with a choice of two dozen diverse packages, the promotion of which is carried out by domestic system integrators and representative offices of foreign developers. The specialized Western CRM packages offered in Russia include Siebel, Remedy, CRM-solutions from SAS Institute, Invensys, Pivotal (Columbus IT Partner Russia), Clientele, Microsoft CRM Professional Edition, as well as call-center applications (in particular from Avaya or Cisco). CRM-components are also part of foreign accounting and management systems, for example, from Frontstep, J. D. Edwards (Robertson & Blums), Oracle, Navision (ImpactSoft, Columbus IT Partner Russia and other partners) and SAP. The range of domestic solutions also includes client components of Russian accounting and management systems (Galaxy, Parus) and stand-alone products for automating imarketing sales.

The most popular solutions in the Russian market: Microsoft CRM; Sales Expert (Quick Sales); TerraSoft CRM; WinPeak CRM. Each of the CRM-systems has its own focus, which can be expressed in the industry nature or in the volume of functions implemented.

## 7. Conclusion

The set of tools offered by automated customer management systems goes far beyond customer service management. It can include all business processes, which can be very detailed. CRM systems allow you to configure your access level for each user of the system. Generally, customer management systems allow you to quickly solve problems and use any necessary information in accordance with current goals and objectives. Companies that will respond quickly to the wishes of consumers and quickly adapt to new conditions will become leaders in their field. For such organizations, efficiency issues always come first. Automated control systems help customers to increase the effectiveness of this. Thanks to the CRM systems tools, organizations can quickly evaluate the results of their activities; improve the level of customer service, track customer satisfaction and the level of work of their employees.

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