CUSTOMER RELATIONSHIP MANAGEMENT SYSTEMS
FOR SMALL ENTREPOT

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Small and medium entrepot is the economic basis of any state. By European standards the success of small companies is an indicator of a strong and modern economy. The latest data from the State Statistics Service of Ukraine confirm that now small and medium-sized enterprises continue to be the main taxpayer of the country. They provide jobs for more than 75% of the officially employed Ukrainians. It is especially important in the crisis period. Small companies should permanently monitor changes in the competitive market trend for survival and successful functioning. They need to adapt in changing conditions and increase their efficiency, including by implementing customer relationship management that are designed to automate customer interaction strategies.

Customer relationship management systems (CRM-systems) are designed to solve a wide range of tasks. This list includes increasing the level of sales, optimizing marketing, improving customer service based on the history of relationships with them and retaining data about their preferences, as well as setting up and improving business processes with subsequent analysis of results.

Support for business objectives of the CRM system is carried out by collecting, storing and analyzing information about consumers, suppliers, partners, as well as on the internal processes of the company. The list of leaders of CRM systems includes Bpm'online Sales, Bitrix24, Microsoft Dynamics, AMO, SalesPlatform vTiger, Sugar and many others, among which there are commercial projects, SaaS resources, programs with open source code.

Bitrix24 and Amo are typical representatives of CRM systems based on SaaS-technology (software as a service). This technology assumes that customers are granted access to software via the Internet. The advantage of the "software as a service" model is that there is no cost to install, update and maintain the servers and the software corporation operating on them. Bitriks24 allows the user to work with the micro-blog, tasks, file store (with version control), calendar, photo gallery, messenger, extranet. This one analyzes business processes, keeps records of working time, generates profiles and reports. There are mobile and free versions. 1C-Bitrix Company presents a program of long-term support for Ukrainian start-ups with free annual use of the Bitrix24 cloud service with 12 Internet tools for a modern company: system for setting and controlling tasks, CRM, cloud storage for files, mail, telephony, business chat with video - and audio calls, business processes, as well as communication in live stream in the format of a social network. AmoCRM provides a means of maintaining a database of contacts and deals with tags. Analysis of the amounts and status of transactions allows you to form a sales funnel. AmoCRM has an API (Application Programming Interface), provides the ability to add fields to transaction cards and integrate information into MailChimp.

SalesPlatform vTiger and Sugar CRM system are representatives of this one with open source code and provide a full range of system services in its class. SalesPlatform vTiger is suitable for complex automation of companies of any size, including automation of sales, marketing, purchasing, customer support and others. The new version of this product has a modern well-established interface with a lot of useful tools and an integration module with the Asterisk IP-telephony, which, in addition to the usual functions of outgoing calls, displaying the incoming call card and call history, also realized the possibility of listening to conversations records. The next version of SugarCRM system allowed to improve the reporting and analytics capabilities and a range of system components, in particular, the e-mail module, the module designer of the system, the wireless HTML client, which includes support for the iPhone and Blackberry smartphones.