

IMPLEMENTING BITRIX24 AS A CRM SOLUTION FOR BELARUSIAN BUSINESSES

Внедрение Битрикс24 в качестве CRM-решения в белорусском бизнесе

The goal of this study is to highlight the role and benefits of utilising Bitrix24 as a CRM solution for Belarusian businesses. It aims to evaluate the affordability, scalability, and comprehensive feature set of Bitrix24. Additionally, it will provide examples of successful Bitrix24 integrations in Belarusian businesses.

A Customer Relationship Management (CRM) system is a software solution designed to manage and analyse a company's interactions with current and potential customers. Bitrix24, a Russian business management system launched on April 12, 2012, is a comprehensive CRM system that offers a wide range of tools. These include CRM, task management, a corporate social network, chat functionality, website and online store builders, cloud storage, calendar, business process management, time tracking, and analytics. The platform is continually updated with advanced features such as AI-powered tools, particularly the CoPilot AI assistant, which automates routine tasks, generates marketing ideas, transcribes phone calls, and enhances sales forecasting and customer engagement. Bitrix24 also offers omnichannel communication, sales process automation, and extensive collaboration tools, including group chats and projects, video calls, and document sharing. The system integrates various business functions, such as lead and deal management, inventory management, e-signatures, and marketing campaigns, all within a single ecosystem. Additionally, it supports mobile access, numerous integrations through Bitrix24.Market, and custom app development via its REST API.

Notably, Bitrix24 offers an unlimited free version with core features and affordable commercial plans, starting from 69 Belarusian roubles per month for the Base plan, making it an accessible solution for businesses of all sizes.

According to a 2021 study by SATIO, one of the leading Belarusian companies specialising in marketing, sociological research and brand consulting, Bitrix24 dominates the CRM market in Belarus. The study reveals that Bitrix24 holds a 56 % market share among companies using vendor-provided CRM solutions, with its adoption particularly prominent in Minsk, Minsk Region, Mogilev Region, and Grodno Region. Despite 50 % of entrepreneurs still being unfamiliar with CRM systems, awareness has significantly increased since 2019. The study also notes that 84 % of companies still do not use vendor-provided CRM systems.

In Belarus a diverse range of companies, both state-owned and private, utilise Bitrix24 as their CRM and business management solution. State-owned enterprises such as

Beltelecom, the largest telecommunications provider; Belgospishcheprom, a food industry conglomerate; Lidskoe Pivo, a brewery; and Orshanskiy Lnokombinat, a textile industry enterprise, are among the users. Additionally, Belorusneft, the state-owned oil and gas company, and Belpochta, the state-owned postal service, also rely on Bitrix24.

On the private sector side companies such as 21vek and Xistore, both online stores; Praca.by, a job search and recruitment platform; Keramin, a ceramics manufacturer; TezTour, a travel agency; Slivki.by, the largest service marketplace in Belarus; and CDEK, a logistics company, use Bitrix24 to manage customer relationships and automate sales processes. Even international chains like Burger King find value in the features of Bitrix24 through their private franchisees in Belarus.

In conclusion, many businesses report that they have achieved significant benefits by implementing Bitrix24, such as business process acceleration, shortening of transaction cycles, a reduction in customer support calls, and the fulfilment of employee KPIs. Additionally, businesses have experienced huge time savings, reduced errors, and an overall increase in productivity. Ultimately, Bitrix24 has led to substantial profit increases, making it a valuable tool for achieving the ultimate goal of any business: maximum financial gain.

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DIGITAL ACHIEVEMENTS OF THE CIS COUNTRIES

Цифровые достижения стран СНГ

In recent years, the countries of the Commonwealth of Independent States (CIS) have made significant strides in digitalization. These achievements span various sectors, from government administration to healthcare, finance, and education. Let's explore specific examples of digital achievements in the CIS countries and their impact on citizens lives.

For example Kazakhstan. Kazakhstan has emerged as a leader in e-government among CIS countries. The eGov platform provides citizens with access to more than 500 different government services online. This includes document processing, tax payments, consultations, and more.

Now we want to speak about Uzbekistan, Armenia, Azerbaijan, Tajikistan and Kyrgyzstan.

Uzbekistan is actively developing financial technologies, making banking services more accessible to the population. Mobile banking applications allow users to carry out various financial transactions, including paying for services, money transfers, and