

AUTOMATING THE PROCESS OF WORKING WITH A CLIENT

Автоматизация процесса работы с клиентом

The purpose of this article is to highlight the importance of CRM systems in enhancing operational efficiency and customer relationship management for small and medium-sized businesses.

A digital business uses modern technology as an advantage in its operations. To keep up with customer expectations and stay competitive, small and medium-sized enterprises need to constantly evolve and implement digital solutions to achieve their business goals.

Often in a small business the head takes part in all stages of work. When a company begins to grow, burnout can occur, leading to a loss of control over processes and, as a result, a decrease in sales.

The amount of information that businesses work with today is becoming quite large. For example, after the introduction of contextual advertising and social media, it is impossible to manually process all requests. Automation is necessary to avoid wasting resources on routine operations.

To ensure that sales are sustainable, regular, and controlled, there is a class of software products called CRM (Customer Relationship Management). These programs can fully automate the customer service process: collect information about customers, analyze it, and encourage customers to buy more often and more. This is the main point of CRM [1, p. 78].

CRM helps businesses save:

1. The customer base. Any client who contacts you is recorded with their full history. This allows for personalized future service and helps re-engage customers who haven't made a purchase.

2. The communication history. All interactions – from website visits to social media inquiries and negotiations – are tracked. This ensures continuity in communication, even when different employees handle the client, as the complete context is always available.

3. All transaction data. Recording each request source and every stage of customer interaction provides clear insight into how deals are won. This analysis helps optimize the sales process to faster convert inquiries into signed contracts [2, p. 145].

A CRM system is a tool that allows you to become more efficient and earn more. The system allows you to manage all clients and transactions, ensuring that no potential sale is forgotten.

New CRM systems can work together with messengers and automate some routine operations. For example, it is now possible to configure printed forms so that documents are generated automatically [3, p. 25].

CRM systems also help create detailed reports that demonstrate operational efficiency. Thus, by eliminating routine tasks, entrepreneurs can improve customer service and internal processes.

It can be concluded that implementing CRM systems facilitates better customer interaction, optimizes certain processes, and increases sales efficiency. This significantly simplifies entrepreneurs' work and allows them to focus on growing the company and satisfying customers.

References

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THE IMPACT OF DIGITAL TECHNOLOGIES ON PRODUCTION EFFICIENCY IN BELARUS

Влияние цифровых технологий на эффективность производства в Беларуси

Digital transformation is one of the important directions of industrial development of the Republic of Belarus. The purpose of the research is to analyze the effectiveness of state initiatives in accelerating industrial digitalization and their impact on productivity and innovation. These insights are essential for shaping future policies and ensuring the successful integration of digital technologies across all sectors. It also contributes to increased competitiveness. The state program offers implementation of advanced production and information and communication technologies in all sectors of economy. The Presidential Decree 381 of 29 November 2023 «On digital development» sets out tasks that include the creation of national digital platforms, the development of domestic software solutions and the scaling of digital projects in industry. This creates a state strategy of digital industrialization, which aims to increase productivity and technological independence. The Ministry of Industry indicates that digitalization has become the basis for the transition to the model «Industry 4.0».

It is important to note that the impact of digital technologies on production processes is reflected in automation, robotization and use of production management systems (MES,