

PARTICULARITIES OF CRM-SYSTEMS IMPLEMENTATION IN SMALL BUSINESS

Особенности внедрения CRM-систем в малый бизнес

The modern market offers people a wide variety of goods and services. From this it follows that competition is intensifying and small businesses must improve their business-processes by automating them to attract and retain customers. One of such solutions is a CRM-system. The research issue is usage expediency of it for small business.

CRM (customer relationship management) is software that helps to collect, store and work with customer information, conduct communication, plan work, prepare documents and analyze customer data [1].

At first glance, it may seem that a small business does not need a CRM-system. However, many small business companies can implement CRM and benefit from it. In a small business each client is the main value that meets the main goal of the company – making a profit, so all their activities are aimed at improving customer service, which is the direct responsibility of this system.

This system helps to avoid the disparate work of departments by providing a common platform for communicating with customers and access to all information about them. The marketing teams use a CRM-system to track the return on investment in the advertising campaigns, the sales department – to understand customers better and manage sales processes, and the customer support team – to improve customer relations. In addition, automation of routine tasks will save employees' time, which will allow them to focus on more important aspects of the work.

Managers of small companies become overloaded due to the need to deepen into and be responsible for all business processes. The implementation of a CRM helps to standardize the work of employees with clients, makes it transparent for the manager and frees up the time for strategic tasks, like company's development and growth. Having a CRM-system helps companies stimulate business growth. This has particular relevance for small businesses, due to the need of rational use of limited resources. But 18–69 % of CRM implementation projects fail on initial stages [2].

The main aim is to follow certain stages. Firstly, determine which tasks the system should solve, which processes need to be automated. Secondly, the company chooses a suitable CRM system, the functionality of which suits it.

Based on this it is possible to identify certain requirements for a CRM-system for small businesses: low cost; ease of use, thanks to a clear interface; ease of implementation; adaptability to the specific of the company; the ability to work via the Internet; work on the principle of «pay as you go»; free trial period; integration with the website, telephony, mail, messengers. A cloud CRM-system is optimal for small business because it has all the listed characteristics. Bitrix24, AmoCRM, SAP CRM, Megaplan are the most popular in Belarus. When analysing these systems, the author identified AmoCRM as easy to learn, with sufficient functionality for small businesses, a free trial period and different tariffs [3].

An effective CRM system is necessary for any business, regardless company's size, as it is a powerful tool to expand the company's capabilities in managing customer relationships.

References

1. *Pohludca, M.* The Best Practice of CRM Implementation for Small- and Medium-Sized Enterprises / M. Pohludca, H. Stvercova // *Administrative Sciences*. – 2019. – № 12. – P. 22–39.

2. *Edinger, S.* Why CRM Projects Fail and How to Make Them More Successful [Electronic resource] / S. Edinger // *Harvard Business Review*. – Mode of access: <https://hbr.org/2018/12/why-crm-projects-fail-and-how-to-make-them-more-successful>. – Date of access: 28.10.2021.

3. Возможности [Электронный ресурс] // AmoCRM. – Режим доступа: https://www.amocrm.ru/developers/content/crm_platform/platform-abilities. – Дата доступа: 31.10.2021.