

ANALYSIS OF THE RUSSIAN MARKET OF CRM SYSTEMS AND ITS DEVELOPMENT TRENDS

Анализ российского рынка CRM-систем и тенденции его развития

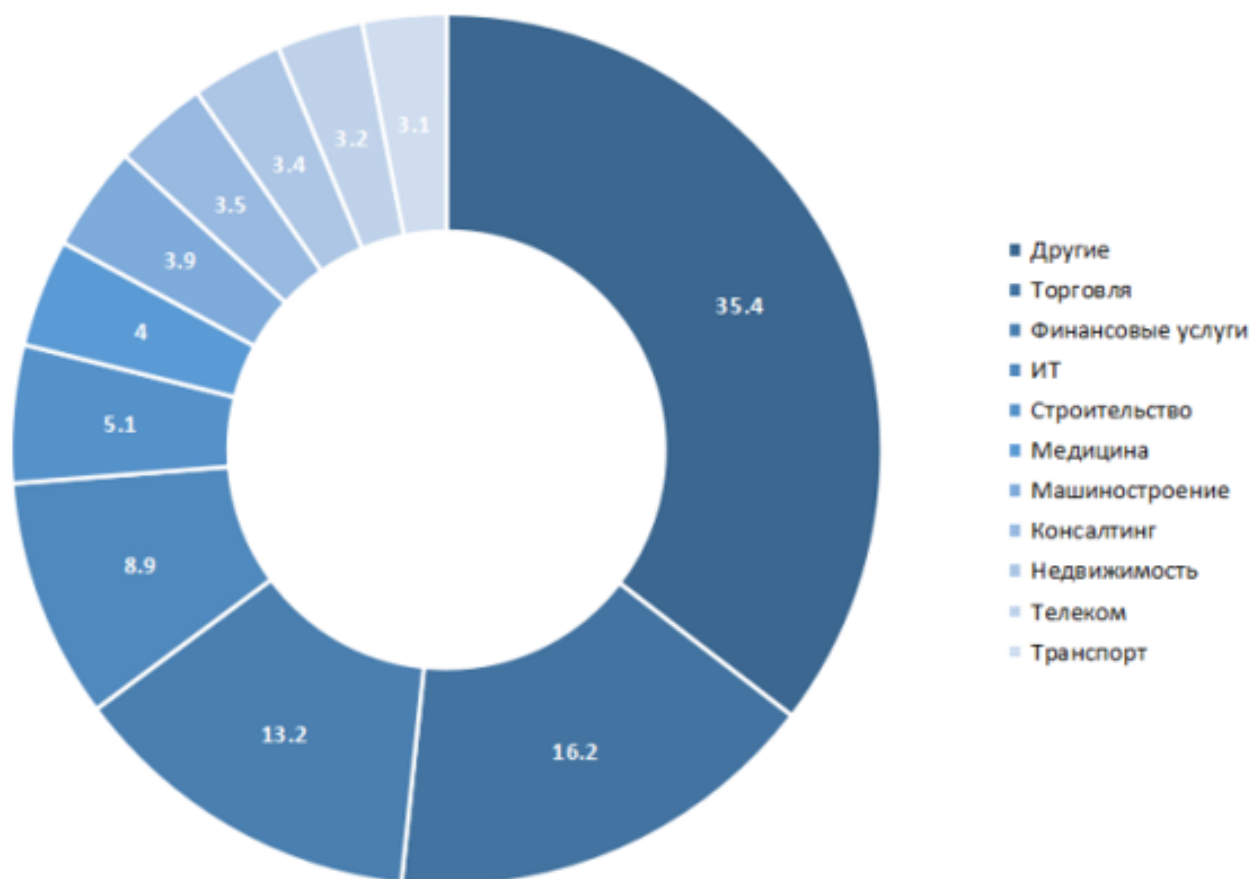
Doing business requires organizing work in many aspects. One of the main aspects is the relationship with customers. It is CRM (Customer Relationship Management) that allows you to view the statistics of the sales funnel, analyze customer behavior using the chronology of interaction, and ensure effective teamwork [1]. CRM also performs many other functions that optimize the work.

Throughout the entire time, the trend of CRM implementation has been continuously growing. The pandemic in 2019 affected an increase in requests related to contactless service and remote communication, which led to an increase in demand for simplified CRM. Also, as a result of the sanctions imposed in 2022, foreign CRM systems — SAP, Slack, Creatio — left the Russian markets, so the demand for domestic CRM systems increased. Therefore, the purpose of this study is to analyze the market of CRM systems in the Russian Federation and its development trends.

According to TAdviser, at the beginning of 2022, more than 4,300 projects for the implementation of CRM systems were recorded [3]. The systems are being implemented in various sectors of the economy (see Fig.). The TOP 3 included trade (16.2 % or 700 projects), financial services (13.2 % or 570 projects) and IT (8.9 % or 385 projects). In total, they take about 40 %. There were also implementations in such industries as construction, medicine, mechanical engineering, consulting, real estate, telecom and transport.

The most common CRM systems are implemented by micro enterprises and organizations of small and medium-sized businesses. Their demand growth was 22.4 % and 21.9 %, respectively, with an average demand growth rate of 17.9 %. By the end of 2020, the Russian market grew by 30 % and amounted to 18 billion rubles. The largest CRM suppliers on the Russian market by the end of 2020 are T1-Consulting, Norbit, League, Jet Infosystems, GlowByte. At the moment, the most popular CRM systems are OkoCRM, Bitrix 24, 1C:CRM, amoCRM, Megaplan and others [2].

In general, the development of the CRM systems market in Russia is positive. In the future, CRM will acquire more and more functions, acquire an industry character, which will make it more in demand. Cloud solutions are also in great demand, which allow organizations to reduce the costs of technical support and infrastructure and CRM integration with messengers.



Industry distribution of CRM system implementation projects

References

1. *Smirnova, P.V.* Assessment of the level of informatization of enterprises and the transition to digital business / P.V. Smirnova, E.D. Shtrafina // The collection of articles of the annual regional interuniversity scientific and practical conference of teachers, postgraduates and undergraduates of the Department of Economics ; under the general editorship of Prof. M.A. Menshikova and Associate Professor M.D. Jamaldinova. — Moscow: Scientific Consultant, 2021.

2. Russian CRM systems 2022 [Electronic resource] // Первый Бит. — Mode of access: <https://www.1cbit.ru/blog/rossiyskie-crm-sistemy-2022>. — Date of access: 05.11.2022.

3. CRM (Russian market) [Electronic resource] // TADVISER. — Mode of access: <https://www.tadviser.ru/index.php>. — Date of access: 05.11.2022.