

So, what is the socio-cultural environment in business? This is a part of the company's external marketing environment where changes in the value system society influences its marketing efforts as well as those specific to all members of society, common features of behavior and thinking.

At present, the main issue is the communication of national and international factors, because international companies try to adapt their strategy to all the countries where they develop their business. But, unfortunately, without taking into account national particularities, almost any strategy will turn out not working, therefore, developing a strategy of adaptation to the market may need to make changes in different areas of the brand to reflect local culture and socialization. An adaptation strategy can embrace something simple, like changing the brand's slogan, more suitable for local culture, or the introduction of a new product line specific to a country. This step can significantly affect the efficiency of foreign business and its competitive position in the new market.

The impact of local culture is extensive. It affects everything without exception: the management of employees, the speed of doing business, the number of transactions concluded.

In this way, the full perception of local business practices is of primary importance for the success of international business. Unfortunately, many companies enter new markets without in any way familiarizing themselves with the traditions of doing business in the host country, and are rapidly facing problems in attracting new shareholders and employees.

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APPLICATION OF CRM SYSTEMS IN INTERNATIONAL BUSINESS

Применение CRM-систем в международном бизнесе

CRM system is a software for an organization designed to automate the processes of interaction with customers, increase sales and improve customer service.

The relevance of the search and use of innovation by organizations is becoming an increasingly significant task every year. There are two main factors that motivate innovation: the overall growth of the competitiveness of organizations and the formation of effective client relationships, which ensure the profitability of the company. Today it can be enhanced by using CRM system or Customer Relationship Management System, which prove its effectiveness in various organizations every day.

The appearance of the CRM system reminds an Excel spreadsheet with the client base of the organization, where, upon request, you can get a card of any client with a complete chronology of work with him. There are also call records, purchase history, creating a document using a template, the ability to write an e-mail, set tasks. Thanks to CRM, managers make fewer mistakes, i.e. they sell more and often. It becomes easier to manage the company spending less time on control.

Currently, despite the fact that the sphere of foreign trade is one of the rapidly developing areas of the economy, it has certain constraining barriers. The most important of them are the fierce competition and the growing demands for improving the quality of service. At the moment, the consumer has the opportunity to choose from an abundance of options, unlike the seller, whose task is not only to attract the buyer, but also to keep him. Based on this, there is a need to be much faster and more confident than competitors, as well as the need to minimize the possibility of dissatisfaction, which can be difficult when working with an audience that is different in culture and mentality.

In particular, the introduction of CRM systems is relevant when making foreign trade transactions, where they operate with especially large consignments, resulting in significant revenue. Therefore, every transaction is of a great importance. When implementing a CRM system, employees are able to work with greater involvement, since they do not perform routine tasks that significantly slow down the process.

The global market of CRM systems is diverse and represented by such products as GoldMine, Oracle Siebel CRM, HansaWorld Ent., Sage SalesLogix, Microsoft Dynamics CRM, etc. In 2017 CRM was the largest segment of the software market and was estimated at 39,5 billion US dollars, in 2021 the estimated value was 145,5 billion US dollars. The average return on investment in CRM is \$8,71 for every dollar spent. The following factors contributed to this growth: an increase in demand for automated customer interaction, an increase in the number of digital transactions and global transactions and constantly increasing requirements for the quality of customer service.

However, with all the advantages of CRM systems, organizations sometimes face the question of the economic efficiency of their implementation. The cost of implementing a CRM system cannot be fixed for the following reasons: the software depends on the selected type of application, the number of people using it, the possibility of self-implementation, etc. According to a Grand View Research, in 2020, about 91 % of organizations with a staff of at least 10 people use CRM systems. About 82 % of companies use such software for sales reporting and process automation.

Thus, the use of a CRM system in an organization will reduce the following types of risks: loss of potential large capital owners; deterioration of relations with international partners or customers; reduced flexibility of the organization when working with foreign clients; non-fulfillment of foreign trade plans, as well as reduced productivity and reduced efficiency of processes performed.

To sum up, CRM can allow organizations engaged in foreign trade activities to remain the most competitive on the international market, providing themselves with high profits, international relations and other preferences over competitors in the international arena.