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PROSPECTS FOR DEVELOPMENT OF CRM SYSTEMS IN MODERN CONDITIONS

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Introduction. The relevance of the topic is due to the fact that in recent years the concept of customer relationship management (CRM) has undergone a revolution and has become important for companies that want to increase their customer base. CRM systems are powerful software solutions that provide organizations with a centralized hub to capture and store data on customer interactions and manage customer relationships by using automated processes that are tailored to individual company needs. By using CRM system companies can develop more effective strategies on how best they should engage with existing customers while also efficiently targeting new ones. Companies can also improve communication between employees and increase efficiency within business operations. Many studies by Ukrainian and foreign scientists have been devoted to the issue of introducing CRM systems into the activities of companies. However, the development of the latest technologies, the emergence of artificial intelligence, cloud technologies, etc. require a study of the influence of these tendencies and prospects for the development of CRM systems in new realities.

Research results. CRM system has become an integral part of business operations for many organizations since its introduction in the early 1990s. With recent technological advancements, CRM systems have seen a significant transformation over time. Now CRM is complex software for collecting information at the company's divisions, in-depth analysis of the client's needs, and implementing solutions to optimize the process of interaction between the company and consumers. The goal of implementing a CRM strategy is to manage customer relationships. It means using tools for working with clients to simplify and speed up the sales process, form a contact base, and set up communication channels with clients. The main task of the CRM system is to create a single customer base on one carrier, which reduces the risk of information loss. For today the move toward cloud-based solutions is one of the most important developments in the CRM industry. In 2020, the worldwide CRM software market is expected to increase by 13.7%, with cloud-based CRM accounting for roughly three-quarters of this growth, per Gartner's research [1]. Furthermore, According to research by Market Research Future (2022), the worldwide cloud-based CRM market

would expand by \$54.4 billion between 2022 and 2027, growing at a CAGR of 10.16%. The adaptability, scalability, and affordability of cloud-based solutions are what is driving this trend [2].

Nowadays, CRM is also changing as a result of artificial intelligence (AI) and machine learning (ML) and is progressively being improved. According to a Gartner report, AI will manage 80% of customer support contacts by 2025. The rising availability of data, the need to automate repetitive operations, and the need to offer tailored experiences at scale are the trends driving this movement [3]. By automating typical processes like lead scoring and client segmentation, for instance, these technologies enable sales and marketing teams to concentrate on more strategic initiatives [4]. Another significant development in the CRM industry is the growing significance of personalization, which is also becoming very important for companies and their customers. Research by Accenture found that 91% of consumers are more willing to patronize firms that make useful offers and suggestions. The rising need for personalized experiences and the accessibility of data-driven technologies that allow businesses to provide personalized experiences at scale are what is driving this trend [5].

Conclusions. In conclusion, we can say that the emergence of the latest technologies has influenced the importance of system integration of data, and CRM solutions must also be able to link with a wide range of different systems and platforms in the connected corporate world of today. Effective CRM requires integration with other systems. Communication with other systems is necessary for effective CRM, because problems with integration can lead to inefficiency, data accumulation and poor customer experience. The drive to ensure seamless interactions with multiple touchpoints and the increasing complexity of the digital landscape are driving this trend.

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