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## **IMPLEMENTATION OF CRM SYSTEMS IN THE EDUCATIONAL PROCESS**

A customer relationship management system (CRM) is an application software designed to automate customer interaction processes. It is implemented to increase the level of sales or optimize the work of marketing, as well as to build or improve current business processes with further analysis of the results. CRM can be customized for business tasks of any industry, and it is also easily integrated into the existing infrastructure of the company. Today, there is an active development of the market of educational services. It should be noted that educational services provided on a commercial basis are in demand among potential "consumers of knowledge". Thus, institutions in the field of education face the task of attracting the maximum number of people, because it is a potential source of income for the educational institution. It is also necessary to emphasize the tendency to increase the requirements for the quality of education. Thus, practically all prerequisites for the use of customer relationship management system in the market of educational services are observed[1, 2, 3, 4].

Main of the tasks is to get acquainted with the capabilities of the CRM system in the field of education, namely: building a unified information environment within the framework of the educational process; accounting and management of personal affairs of students, employees, entrants, graduate students; management of extra payments for students studying on a commercial basis, operational analysis and forecasting of financial income; segmentation of information about students; automation of document flow, including contracts, questionnaires, statements, orders and certificates, etc [1, 5].

Today, using a CRM for education will allow you to manage relationships with students and fully organize the work of an online university. It will process incoming applications, save all important information, create various reports, work with students and perform a large number of other functions. What is a CRM system and why does an online university need it. CRM in an online university is necessary for optimal communication between students and clients. This system collects all the necessary information about the history of entries from them, which allows to improve the efficiency of work and increase sales. CRM allows you to receive reports on the state of affairs, facilitates the organization of training and administration processes.

At the same time, the completeness of coverage of activities increases and the amount of routine work decreases. In particular, such systems can be used to control: drawing up a schedule of educational classes and attendance records; accounting of independent work and received grades;

works related to the implementation of additional services; the state of execution of specific tasks and the distribution of responsibility for them; creating a card index of clients' and students' cards; templates of typical documents used in the activities of online universities; organization of the employee's office; personal offices of students; reports on services provided, student progress; ensuring the reliability of saving important data; organization of work with departments if necessary; setting up different access rights for employees or students; if they are made from the university website or social networks, it is necessary to provide for their integration into CRM; to work with clients, part of the activity is carried out with the help of e-mails and newsletters, work with them should be organized in the system under consideration; the status of payment of bills by customers should be displayed so that it is clear who has paid in full and who has arrears. It is desirable that this system includes some functions related to accounting. It is convenient, for example, when CRM is used to calculate the salary of teaching staff. It is also important to ensure the reliability of information storage. It should be accessible only to those with appropriate access rights. When choosing the appropriate option, consider the following points. The cost of the system should be within acceptable limits.

The ability to maintain work with the customer base (for each of them, all the information necessary for work should be recorded). Ability to create different groups of students and ensure work with them. Support for scheduling and working with it. It is necessary that the system resolve issues related to marketing. For example, it will be useful to use customer cards, customer segmentation. Should be organized work with customer requests. If they are made from a university website or social networks, it is necessary to provide for their integration into CRM.

To work with clients, part of the activity is carried out using e-mails and mailing lists. In the system under consideration, work with them should be organized. The status of payment of invoices by customers should be reflected in order to be clear who paid off in full and who remained in debt. It is desirable that this system includes some functions related to accounting. It is convenient, for example, when teachers' salaries are calculated in CRM. It is also important to ensure the reliability of information storage. It should only be accessible to those with the appropriate access rights. With CRM tools, it is possible to learn on the phone with the help of bots. It is possible to develop courses, marathons, train students and employees automatically, and check homework. Today, the market offers a large number of CRM systems. It is important to choose the one that suits her best.

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