

## **THE ROLE OF CRM SYSTEMS IN MANAGEMENT OF INTERACTION WITH CLIENTS**

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In recent decades, it has become clear in almost all areas of business that the key to success is interaction with customers. Customer Relationship Management (CRM) is a systematic approach to customer interaction based on the collection and analysis of data used to support customer interaction and increase customer satisfaction.

The purpose of this scientific publication is to study the role of CRM systems in managing interaction with customers and their impact on improving business efficiency.

CRM systems are an indispensable tool for businesses in managing interaction with customers. They enable the collection and analysis of large amounts of customer data, such as information about purchases, support requests, reviews, and ratings. This information can be used to create a more personalized approach to customers and increase their satisfaction.

One of the main advantages of using CRM systems is the possibility of automating many processes of interaction with customers. For example, the system can automatically send emails inviting you to new products or services, remind you of scheduled meetings and deadlines, and provide recommendations for products that may be of interest to the customer. In addition, CRM systems allow you to maintain constant contact with customers and track their interaction with the company. It helps maintain customer relationships and provide feedback, which is an important element of customer engagement.

CRM systems also help to solve problems arising in interaction with customers. In addition, CRM systems can provide analytics that allow you to evaluate the effectiveness of campaigns to attract new customers and retain existing ones. Analytics allow you to track which channels of communication with customers are the most effective, which products or services are the most popular, and which affect customers negatively.

CRM systems are an important tool in managing interaction with customers and have several key features:

- collection and analysis of customer data: CRM systems provide collection and analysis of customer data, which allows the company to understand their needs and behavior. This allows you to improve the quality

of service and maintain constant contact with customers;

- automation of processes of interaction with customers: CRM systems allow you to automate many processes of interaction with customers, such as processing orders, sending messages, and others. This allows you to reduce the number of errors and shorten the time for processing orders;

- maintaining constant contact with clients: CRM systems allow you to maintain constant contact with clients using e-mail, SMS messages, and other means of communication. This allows you to increase the level of customer satisfaction and maintain their loyalty to the brand;

- the variety of functions: CRM systems have a variety of functions, such as analytics, reports, marketing, and sales automation, which allows the company to focus on improving interaction with customers and increasing profits;

- tracking problems and solving them: CRM systems allow you to track problems that arise in interaction with customers and quickly solve them. This allows the company to provide quality service and maintain customer satisfaction;

- personalized approach: CRM systems allow you to provide a personalized approach to each client. The collection and analysis of customer data allows the company to create individual offers, as well as to ensure the quality of service at a high level;

- wide integration possibilities: CRM systems allow integration with other systems, such as ERP, financial systems, and others. This allows the company to provide a unified information space and optimize business processes.

Therefore, CRM systems are a necessary tool for maintaining interaction with customers and ensuring efficient business operations. They help collect and analyze large amounts of data about customers, automate many processes of interaction with them, maintain constant contact with customers, and allow solving problems that arise in interaction with them.

CRM systems provide effective management of interactions with customers, allowing businesses to focus on improving the quality of products and services, increasing customer satisfaction, and attracting new customers. An important component of CRM systems is analytics, which allows you to determine the effectiveness of campaigns and increase their profit. It can be argued that CRM systems are an important tool in managing interaction with customers. They provide collection and analysis of data about customers, automate many processes of interaction with them, maintain constant contact with customers, and allow solving problems arising in interaction with them.