FEATURES OF IMPLEMENTATION OF SMART CRM-SYSTEMS

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In today's conditions of business transformation, only those enterprises that have managed to build effective marketing communications can be successful. Over a considerable period of time, businesses have moved from commercial relationships that were limited to face-to-face communication to the global business marketplace seen today. The most valuable asset of any enterprise, on which depends not only the success, but also the profitability of the enterprise, are clients, who are a guarantee of increasing efficiency and bringing the enterprise to a new level.

In general, CRM (Customer relationship management) is an application software for automating interaction with consumers and clients, which includes the collection, storage and analysis of information about consumers, suppliers, partners, as well as for increasing the level of sales. Such application software allows you to optimize marketing and improve customer service by saving information about customers and the history of relationships with them, establishing and improving business procedures and further analyzing the results [1, 2].

The goal of implementing any CRM system is to increase sales by increasing the number of new customers, as well as to diagnose the effectiveness of the sales department. The implementation of a CRM system at any enterprise involves an approach aimed at creating and maintaining unique competitive advantages through effective management of interaction with customers.

A significant proportion of the CRM solutions offered on the market are intermediaries of world-famous software products for automating work with customers (CRM systems), such as SAP SRM (developer of SAP SE, Germany), Microsoft Dynamics CRM (developer of Microsoft Corporation, USA), Bitrix24. CRM (developer Bitrix Inc., USA), Oracle CRM on demand and Oracle Siebel CRM (developer Oracle Corporation, USA) [6].

The process of high-quality interaction with customers requires constant optimization and the search for new solutions.

SMART CRM is a comprehensive sales platform for B2B and B2C sales segments. The system is developed on one of the best Low-code/No-code platforms in the world, Microsoft Power Platform. The system is integrated with Microsoft/Office 365, which simplifies and centralizes

messaging, teamwork and document collaboration [7].

Features of SMART CRM implementation help business to sell more and better.

The main advantages of implementing SMART CRM are presented in table 1.

Table 1 – **Comparative analysis of the advantages of SMART CRM solutions**

SMART Sales	SMART Customer Care	SMART Order Management
Creating a unified environment that allows you to systematize customer data and store interaction histories with them;		
Acceleration of interaction between structural units of the company due to optimization of work processes	Acceleration of the business process of processing service requests due to consolidation in a centralized system Standardization of the service provision process and control of time spent in accordance with SLA requirements	Automation of distribution, processing and fulfillment of orders, reduction of customer waiting time Customize the number of order flows that meet your unique business requirements Receive information about each order in real time, from receipt to delivery Providing omnichannel communication with clients thanks to wide integration possibilities
Formation of the company's knowledge base and standardization of business processes to increase the efficiency of the customer service process		
Prevention of loss of important information and preservation of documents related to cooperation with clients during the life cycle of the company		
Operational analysis and monitoring of managers' work using built-in tools		

Thus, the SMART CRM platform is a single system for saving information about customers and interacting with them for all business units, as well as storing documents and other types of files. To speed up both internal communications and business processes for B2B, B2C and service, tools for monitoring indicators and results of achieving business goals, and also provide an opportunity to store the company's "knowledge" without the risk of losing it.

So, the SMART CRM cloud platform provides convenient interaction with other products and is suitable for any enterprise. And modern automation tools allow you to combine the necessary business processes in the system, and this will ensure integration between systems and provide an opportunity to build business analytics.

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