

ECONOMIC SCIENCES

CRM-SYSTEMS AS A MODERN TOOL FOR INFORMATION CONVERGENCE IN HYPERMARKETING MANAGEMENT

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Introduction. The effective marketing management of the modern enterprise is closely related to the accumulation, analytical processing of information on a specific management situation, its intellectual analysis to find and work out the best option or development scenario. Currently, almost no country in the world, including Ukraine, has a system of licensing or certification of research activities. This leads to a lack of accurate information about the quality of market participants in marketing research. In addition, in the transition to market relations, financial constraints of enterprises and insufficient efficiency of traditional media, in Ukraine there is an acute problem of finding new forms of marketing research, operational calculations, search and presentation of relevant information for decision making. An effective tool for solving these problems are using the modern information technologies and systems.

The aim of the work is to analysis of the prospects for the implementation of a CRM system in hypermarketing management and study the best practices in the implementation of information technology in marketing research.

The main materials and methods of the study are a systematic approach, comparative analysis, systematization and generalization of scientific and theoretical data.

Results and discussion. In the conditions of intensifying competition in world industrial markets, timely and comprehensive informing of economic relations brings information support to one of the first places in the system of measures aimed at developing marketing activities and increasing its role in the management of industrial enterprises and other subjects of the national economy of different levels. It is obvious that in the current conditions of a dynamic environment, the requirements for completeness, quality and timeliness of receiving and processing marketing information are significantly increasing.

Under the influence of these requirements there is a total transition to the use in the marketing activities of enterprises of effective information and technical means of its processing, which are currently a necessary (but not sufficient) condition for ensuring the effectiveness of marketing management. [1, p. 80-91].

The information obtained during the marketing analysis goes through a stage of processing - it is transformed into an analytical marketing system, based on the use of which the information is summarized and presented to those decision makers. In turn, the following methods can be used to analyze information: traditional analysis (analysis of the nature of secondary data and construction of logical chains of reasoning); statistical methods of information processing; multidimensional methods (factor and cluster analysis); regression and correlation analysis; simulation methods; methods of decision theory (game theory, queue theory, decision tree); operations research methods (linear and nonlinear programming); heuristic methods, etc. [2, p.125].

Information support for marketing activities based on a systematic approach to the client using modern information technology tools is one of the most important concepts for achieving sustainable competitive advantages for enterprises, ensuring the market goal of functioning in a modern environment in the context of a shortened life cycle of products and services, especially development and launch times.

Customer-oriented marketing, as an element of strategic planning, stimulates the development of a consumer loyalty program based on the formation of an informational customer base, control of the process of interaction with customers, a

personalized approach to service, identification of requests for categories, and sales growth due to better work with potential customers.

The use of a portal approach in the implementation of CRM systems allows for the convergence of the functions of the marketing subsystem of the enterprise information system in the system of collaborative marketing of the enterprise and in the macro-marketing digital system of the national economy and in the global digital marketing societal ecosystem [3, p. 211-243; 247-268].

The choice of certain software during marketing research largely depends on the purpose and objectives of the study, the qualifications of employees who carry them out, the availability of the necessary software. Information systems of this type are created according to the needs of corporate associations.

These are, first of all, CRM-systems - Microsoft Dynamics CRM (Microsoft Corporation, USA); Oracle Siebel CRM (Oracle Corporation, USA); SAP SRM (SAP SE, Nimechchina); Terrasoft (Ukraine - 15% of the Ukrainian market); amoCRM; Megaplan (Ukraine -7% of the Ukrainian market); Sales force; Onebox; Zoho; CRM Education etc.

The sequencing of enabling technologies and subsequent marketing tools demonstrates the need to align marketing and IT to design new marketing tools that can be applied to customer interactions and be used to foster marketing control [4, p. 190].

It should be noted that now, along with the growth of e-business, one of the important phenomena is the emergence of a new direction in marketing - Internet hypermarketing. The prefix hyper- emphasizes the hypermedia nature of the Internet environment. The hyper- and multimedia global computing environment provides unprecedented opportunities for interoperability, from simple information exchange to financial transactions, transactions and digital delivery [5, p. 120-145].

For companies seeking to sell their products through the network, there are also a number of advantages: the ability to respond more quickly to changing market conditions: to quickly change the range, prices and descriptions of goods and services; analysis of the reaction of buyers to certain offers allows you to get

additional information about their needs and immediately make the necessary adjustments to advertising; in addition, the possibility of saving on the delivery and dissemination of information cannot be ruled out.

Conclusions. The use of Internet technologies in marketing research in the current era of entrepreneurship is not objectionable, because it is with them that companies have a new, expanded opportunity to more accurately reach potential target audiences, namely by posting information on thematic Internet sites. In addition, attention should be paid to the ability to monitor the behavior of visitors to the site, which in the past was not available, this allows, in turn, to adjust or change the communication program.

CRM-systems are a necessary tool for customer-oriented marketing, improving the efficiency of customer relationship management. The use of CRM systems helps to improve the information content of customer relations, the effectiveness of marketing activities, increase sales, reasonable regulation of the tariff policy, dynamic adjustment of marketing tools, increase the reliability of the most costly business processes, and as a result, increase the company's competitiveness.

Establishing feedback from the audience became possible thanks to Internet technologies in marketing, which allows the implementation of the supply of advertising and PR materials, to classify them depending on the target audience. Finally, the advantage of Internet communications is their lower cost compared to other media.

References

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