



Business Entities Advantages of Using Relationship Management (CRM) Systems in Business

Shavkat Oltaev

PhD, Associate Professor of the Department of Economic Analysis and Statistics of Samarkand Institute of Economics and Service. Uzbekistan. Samarkand

Abstract: This article reveals the importance of effective and systematic organization of relations between enterprises and customers in the world economy based on scientific works of foreign scientists and rich experiences of famous companies. Also, the existing problems related to the marketing activities of business entities of our country are listed on the basis of statistical analysis, and as effective solutions to these problems, recommendations are given for the successful development and implementation of mutual relations with buyers in the activities of business entities.

Keywords: customer relationship management, marketing, business entities, customer, client, management.

Introduction. The latest trend observed in the world economy is intense competition the rapidly changing needs, demands and behavior of consumers are forcing enterprises to change their business strategies. Today, companies are forced to use marketing strategies that are mainly consumer oriented to survive in the fierce competition. Companies that could not change their activities, could not adapt to innovations and changes are losing. Therefore, in the modern economy, issues of effective and systematic organization of relations between enterprises and consumers are of great importance. However, in the activities of the business entities of our country, using modern marketing research methods, to study the opinions of consumers, to determine their needs and requirements, to systematically analyze the market situation in order to determine the balance of supply and demand, and to produce high-quality, cheap and wide range of products (services). facing several obstacles and problems in the issues.

Although our government provides a wide range of opportunities in a number of areas to fundamentally reform and support the activities of business entities, not all business leaders are proactive in this regard. Because it is known that the leaders of the business entities of our country are not yet ready for issues such as attracting and retaining foreign and domestic consumers through the production of competitive products, increasing the export potential, entering the world market and operating there in the long term.

In this regard, PF-6306 [1] of the President of the Republic of Uzbekistan dated September 7, 2021 "On additional measures for the promotion of exporting enterprises" and May 18, 2020 further measures to support the population and business entities during the coronavirus pandemic on" Decree No. PF-5996 [2], dated January 14, 2021 "On measures to implement the export potential of the Republic of Uzbekistan in 2021" No. PQ-4949 [3], dated April 21, 2021 "Entrepreneurship Support In connection with the execution of the decisions PQ-5087-No. [4] on additional measures to improve the system,

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further improvement of the business environment" and PQ-5262 No. [5] of October 20, 2021 "On measures to further expand the production of competitive products" it will be necessary to increase the knowledge of leaders and specialists of all business entities of our country in such areas as global economy, innovative marketing, logistics, digital economy and information technologies.

In a rapidly changing economy, managers are primarily required to acquire the knowledge and skills to effectively use their customer relationship marketing strategies to make extensive use of consumer-oriented marketing strategies and digital marketing elements in order to organize modern marketing activities. According to the requirements of the modern marketing system, by systematically and effectively conducting marketing research, which is considered the main link of marketing, it is possible to learn the opinions of consumers and to meet their needs and requirements to the maximum. It is possible to reduce the difference between the real and required results of the enterprise and society with the help of marketing research, which is carried out in order to increase the consumer characteristics of products (services) in every way.

Customer relationship management is a strategic process in which companies select a target audience and customers through which they can provide useful services, and form relationships between the company and these customers, the main goal of which is to optimize the current and future value of customers for the company [18].

Attracting and retaining customers is the main principle of modern relationship marketing, which is trending [16]. Based on the theory of relationship marketing, it can be argued that trust, commitment and mutual conflict resolution between the company and customers have direct and indirect effects on customer retention. Only those companies that can effectively build these relationships will be able to expand the audience of loyal customers in the future.

It is a business strategy aimed at increasing the company's income based on the implementation of customer-oriented processes, such as dividing customers into segments based on the management of interactions with customers, satisfying their needs as much as possible by developing behaviors that satisfy customers.

Customer relationship management is a comprehensive approach to identifying, attracting, and retaining potential customers, allowing businesses to manage and coordinate customer interactions across multiple marketing channels and lines of business [8].

Yuri Enes et al conducted a systematic review and bibliometric analysis of 290 articles published in 2015-2020 [19]. The main objective of the study was to analyze the evolution of relationship marketing and relationship management in the scientific field and its social and intellectual structure. Using RStudio software, the researchers identified the most common keywords in 290 articles: fairness, honesty, satisfaction, commitment, impact, quality, performance, loyalty, model, and consumer. In order to effectively manage their interactions with consumers, companies need to focus on increasing consumer satisfaction with product quality [9]. Only then can businesses effectively attract, retain, and increase customer loyalty [10].

V.Kumar and V.Reinartzlar, in order to develop a customer relationship management (SRM) strategy in the activities of enterprises, the main elements of customer relationship management strategies and the stages of their successful implementation, as well as the theoretical and practical aspects of the implementation of customer relationship strategies and their effective management they studied the practical aspects in depth. As a result of the research, scientists recommended methods of effective management of customer relations in the company's activities by analyzing the CRM activities of several

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well-known companies, analyzing the shortcomings and problems in the processes of implementing CRM strategies of the selected companies, and their achievements [18].

Mahmoud A. Mahmoud et al conducted surveys of customers using mobile phone operators based on a questionnaire designed to collect information about business activities and products. Research has shown that conflict resolution alone has a significant direct impact on customer retention. In addition, trust and dispute resolution have a direct and significant impact on customer satisfaction. However, trust and conflict resolution had a significant indirect effect on customer retention through customer satisfaction. Researchers recommend ways for companies to consistently positively resolve customer complaints and increase customer trust in the company in order to satisfy and retain customers [16].

F.Scussel, G.Demo and E.Watanabelar developed a scale of perception of interaction with potential customers and found that famous fashion brands and cross-cultural changes of customers have a high influence on perception of interaction [11, 12, 19, 23].

C.Grdnroos [15, 24], companies can maximize their interaction with each of their customers and achieve high corporate efficiency through CRM.

From the analysis of the literature, it can also be noted that demographic, social and cultural factors influence the purchasing decisions and loyalty of consumers, as well as the activity of enterprises in social networks, the practical results aimed at strengthening the brand, and the effective organization of their digital marketing services to create long-term and profitable relationships with customers. leads to development.

Research methodology

The author's approaches are presented based on the study of scientific literature and articles of foreign scientists on the subject and the analysis of the experiences of foreign companies in this regard. Also, in order to increase the scientific and practical significance of the article, the methods of statistical, dynamic and comparative analysis of the data of the State Statistics Committee of the Republic of Uzbekistan were used.

Analysis and results

In recent years, large-scale work has been carried out to create decent living conditions for the population, improve the business environment, and ensure employment by supporting the socio-economic development of the country, active entrepreneurship, innovative ideas and creative potential. The results of the conducted analysis show that although our state provides ample opportunities, issues such as the production of high-quality, cheap and competitive products locally and the deep penetration of these products into the local and world markets, and at the same time increasing the export volume of national products, are not at the level of demand.

We believe that it is possible to evaluate the marketing activities of our country's business entities by analyzing their share in GDP and imports. It can be observed that the share of small business and private entrepreneurship entities in the GDP in 2021 has decreased by 9.7% compared to 2015 and by 0.8% compared to 2020 (Figure 1).

Also, it can be seen that the share of imports of small businesses and private enterprises in the Republic was 44.5% in 2015, and this indicator increased to 4.2% in 2021, and compared to 2020, its share in GDP decreased to 3% in 2021.

Based on the results of the above analysis, we believe that in order to increase the share of business entities of our country in the GDP and the volume of imports, it is necessary for enterprises to effectively

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organize their relations with buyers. Of course, it is not enough to explain the activity of business entities only by GDP and import share. However, these two indicators represent the demand of domestic and foreign consumers. Therefore, below, we considered it appropriate to give recommendations for the effective organization and management of relations between business entities and customers [6, 22].

Customer Relationship Management (CRM) is an integrated information system used by business entities to plan and control pre- and post-sale activities. CRM also covers all aspects of dealing with potential customers, including call center, sales, marketing, technical support and customer service. The primary goal of CRM is to improve long-term growth and profitability by better understanding customer behavior.

CRM is the process of managing all aspects of a company's interactions with its customers, including prospecting, sales, and service [17, 21]. CRM applications integrate all aspects of customer interactions into a single picture, helping to build and further improve company-customer relationships.

Based on the generalization of the scientific approaches of the representatives of the foreign business world and scientists on CRM, the types of CRM are described in the following three main forms: [6, 23]

Strategic CRM is a key customer-focused business strategy aimed at attracting and retaining potential customers.

Operational CRM is focused on automating customer-related processes such as sales, marketing, and customer service.

Analytical CRM is the process of analyzing data related to customers in order to achieve strategic or tactical goals of the enterprise.

In order to effectively organize CRM, it is necessary to pay great attention to determining the effectiveness of the relationship marketing strategy established with its customers in the daily marketing research processes, like most famous companies. The following are recommendations for successfully developing and implementing customer relationships: [6]

1. Prioritize customer service when implementing a relationship marketing strategy. In order to establish a positive relationship with customers, business entities offer them consistent and high-quality additional and free services. The provision of such services to customers means that businesses care about their needs and thereby create a courteous, friendly and beneficial relationship. The use of innovative approaches to customer service effectively solves the problems of business entities and forms the enterprise brand as the most convenient option for users.
2. Stimulating demand through content marketing. Through content marketing, it will be possible to create or distribute information about products (services) useful for consumers in order to gain the trust of consumers and attract potential customers. Because content marketing involves the preparation and distribution of high-quality, relevant and valuable information that is not directly advertising, but indirectly convinces the customer to make a purchase decision. Content marketing teaches customers how to get the most out of your products and services. If businesses provide their customers with valuable content on a regular basis, they will develop consumer interest and loyalty to the company's brand.
3. Engage directly with consumers by being active on social media. The presence of popular social networks is the key to the successful implementation of any marketing strategy. 95% of online followers on the Internet follow a brand on social networks and at the same time become aware of its opportunities.

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Therefore, it is very important that the social media marketing activities of each business entity match the purpose and brand of the enterprise.

4. Leveraging email marketing to keep customers longer. Social media marketing is evolving every year, but email still plays an important role in relationship marketing. Through e-mail, business entities have the opportunity to establish a permanent relationship with their customers. This is because businesses can post new posts (lots of product information, ads, pictures, and interesting stories that attract the audience's attention) on their Facebook page or Telegram group, but there is no guarantee that these will catch the attention of consumers. And through e-mail, the enterprise manages to draw special attention to the messages it sends to its customers. In order to take advantage of this opportunity, it will be necessary to use a variety of content that attracts the attention of customers. First of all, you need to make sure that they are paying attention to these messages through an email monitoring tool. Then carefully tailored emails should be sent so that customers don't close their inboxes so they can get their attention. To make customer retention easier and more effective, sending automated emails at the right time is required.

5. Conducting consumer surveys. An effective way to find out what consumers want and what business entities should do or focus on for this is the social survey method, which is widely used in marketing research. Surveys require some time from business entities and consumers, so questionnaires should be short and to the point. Otherwise, consumers may complain or reject the survey process. It is required that the questionnaire be conducted on the basis of a specific goal, and that the questions include solutions to problems related to the activities of business entities related to consumers. Surveys can be done offline (paper option) or online (social media, email). Businesses will also be able to use surveys like these to retain, serve, and improve their business. Based on the results of the survey, business entities should be able to communicate to their consumers that they have made changes to their activities, so that consumers will be happy that the opinions of customers have been taken into account by the enterprise.

6. Implement a loyalty program. While determining the best way to motivate and retain customers is a difficult process, businesses can achieve amazing performance and results when they are able to use the most effective loyalty program. The most important thing in developing a loyalty program is to make it truly attractive to customers and focus on increasing real value. In this case, businesses can use a loyalty program to encourage different behaviors in their relationship marketing strategy. For this, first of all, it is important for business entities to clearly know their main goal. Depending on the goals of this program, businesses can reward consumers in a variety of ways. For example, referring customers to friends or family members is a simple, highly tracked and rewarded type of referral.

Conclusions and suggestions

When using relationship marketing strategies aimed at attracting and retaining customers in the activities of business entities, the most effective way to achieve long-term relationships with customers is to communicate with them individually. The right implementation of strategies such as connecting with customers individually, personalizing their experiences, using tools such as social media, chatbots and automated emails, and using effective Customer Relationship Management tools will lead to superior results in the future.

A particularly challenging aspect of customer relationship management is that businesses require realistic and positive relationships with existing customers and clients. This marketing strategy isn't as easy as following the tips listed above, but these tips will help you build a foundation for building long-term relationships with your customers. Although relationship management may seem like a difficult task at the beginning, in the future it is one of the most important ways to increase the audience of customers,

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increase the reputation of the company, improve the results such as the formation of the brand, and develop the overall retention of customers.

Also, loyal customers are the best consumers. Because they tell their friends and family members positive things about the products they bought. By showing their audience of potential customers that they appreciate their loyalty, businesses are able to build long-term, mutually beneficial relationships.

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