

The concept of implementing a customer interaction system based on CRM Bitrix24

*Mariya Volik**, *Maria Kovaleva*, and *Eleonora Khachaturova*

Financial University under the Government of the Russian Federation, Vladikavkaz branch,
Molodezhnaya Str., 7, 362002Vladikavkaz, Russia

Abstract. In modern conditions of digitalization, each company seeks to optimize the management of activities based on modern IT. With an increase in the number of trading companies, the more becomes acute problem of attracting and retaining customers. In order to improve the efficiency activity of the company, the leadership needs to optimize the business processes of interaction with customers. The purpose of this work is to study the company's activities for the development and implementation of software, analyze the business process of interaction with clients for its automation based on CRMBitrix24. The description of the investigated business process in the notations «as is» and «to be» showed that the automation of interaction with the company's customers has a number of advantages. In this regard, in the future, it is necessary to develop a Bitrix24 implementation project, a risk management plan and assessment of the economic efficiency of the project.

1 Introduction

Every modern company is a complex economic system that is constantly evolving and requires effective management. The introduction and use of modern automation technologies will improve the management of the company's activities based on the optimization of the collection, processing and use of information. The efficiency of company management and the level of its competitiveness depends on the effective use of constantly developing modern digital technologies.

The introduction of information technology (IT) will allow the company to increase profits, reduce the time it takes to perform routine operations, increase employee engagement and labor productivity, optimize human resources, which has advantages in the form of cost reduction, reduced risks of information loss and duplication, etc. For the effective implementation of modern technologies in the management of a company, it is expedient, first of all, to study its activities and business processes, to prepare their models «as is» and «to be».

Currently, the study of the features of improving the management of business processes is relevant, since their timely optimization reduces the cost of eliminating errors and problems in current business processes. Features of business process management are studied by scientists B. Dave, S.V. Semenov, N.S. Andryashina, Ye.A. Kotyleva, N.A.

* Corresponding author: volikmv@mail.ru

Razhova and others. [1, 2] Questions of optimization of business processes of modern companies are studied by M. Munsamy, A. Telukdarie, J. Fresner, A.Z. Kintonova, M.A. Yermaganbetova, G.M. Abildinovaa, Z.K. Abdugulova, N.S. Glazyrina, N.N. Ospanova, E. Volodina, P. Kudryashova, E. Studentova and others. [3, 4, 5] Features of using automation technologies to improve the efficiency of interaction with customers are described in the works of A. Aluri, B.S. Price, N.H. McIntyre, M. Rodriguez, S. Boyer and others. [6, 7]

A review analysis of literature sources showed the relevance of researching the business processes of companies to improving and automate the management of activities in order to obtain advantages and business benefits in future activities. The relevance of this work lies in the need to study the features of developing a concept for the implementation of a customer interaction system based on a CRM system in order to improve the business process of interaction with customers. The object of the research is the company's activities in the development and implementation of software, the degree of its automation. The subject of research is the processes of accumulation, processing, sorting, use of information when working with clients. The purpose of the work is to develop a concept for the implementation of a customer interaction system based on CRM Bitrix24. [8]

2 Materials and Methods

In modern economic conditions, the management of the company's business processes is focused on the systematic improvement of the management of the company's activities and its business processes. This approach provides the company with the opportunity to independently research its business processes, improve their implementation, raise the level the quality of the result and improve the algorithm for their execution. Organization, implementation and management of different business processes are based on an individual approach using appropriate tools.

For any company, the most valuable resource is its customers. Modern conditions for the development of the economy are forcing companies to reduce the churn of consumers and increase their profitability. For this, it is advisable to increase the level of trust and loyalty on the basis of effective management of interaction with customers, an individual approach to them. An effective customer engagement strategy is to develop solutions tailored to the wishes of the customers, rather than sourcing customers for obsolete solutions. This approach is aimed at building loyalty, strengthening the customer base, and increasing the company's success.[9, 10]

Thus, Customer Relationship Management (CRM) is a strategy that focuses on creating profitable and lasting relationships with consumers based on their individual needs. When organizing CRM, areas directly related to customers are affected: sales management, service management and marketing. [11, 12] The use of CRM provides the company with the following benefits: increasing the efficiency of employees; decrease in the number of lost clients; reducing the cost of marketing activities; elimination of leakage of customer information; reduction in management costs.

In the conditions of automation of interaction with customers, application software is used to collect and store information about customers, control and analyze the results of interaction with them. Modern IT is used at different stages of working with clients and allows you to increase the speed of a company's business processes, which has a positive effect on profits.

The rating of the best CRM systems for business is represented by the following developments: Megaplan; Bitrix24; CRM «Simple Business»; SalesCreatio; MicrosoftDynamicsCRM; amoCRM; MangoCRM; Wrike; Trello; SugarCRM, etc. [9] The Russian market for CRM systems is actively developing, and import substitution makes various applied solutions more relevant.

The Bitrix24 service is a corporate portal where the functions of social networks, project management, tasks, personnel, and customer interaction are declared. There are two options (tariffs) of work: cloud and box solutions. CRM-system Bitrix24 provides a wide range of tools for remote interaction with clients and is one of the most popular application solutions at present. Using the system will allow the company to solve a number of problems related to the automation of work within the company and interaction with clients. The implementation of Bitrix24 is aimed at bringing the company's business processes to a new topical level. The advantages of Bitrix24 are a wide range of provided opportunities for scheduling tasks, maintaining a client base, integration with 1C based on the simplicity of automated actions. The disadvantages are the need to perform operations only within the functionality proposed by the developers and the complex visualization of the application, which requires getting used to the interface. Despite this, the Russian CRM Bitrix24 is popular with companies in various fields of activity. [9]

Automation of business processes of interaction with customers using Bitrix24 tools has a number of problems. However, professional implementation and customization of the system will allow the company to use all its advantages and capabilities. And the maximum transparency of the company's business processes will lead to an increase in the efficiency of activities, and hence the company's profit. In this regard, before introducing CRM Bitrix24, it is advisable to research the company's activities, prepare a description and models of analyzed business processes, and develop an up-to-date implementation project.

3 Results and Discussion

In this work, a study of the company's activities for the development and implementation of software at the regional level is carried out. Table 1 presents a SWOT analysis, which showed that to strengthen the strengths of the company, it is necessary to use the existing opportunities, and the accompanying threats and weaknesses - to take into account and reduce their negative impact. To improve the financial condition of the company and expand the client base, it is expedient to improve interaction with the company's clients. For this, it is necessary to develop a project for the implementation of a customer interaction system based on CRM Bitrix24 tools.

The analysis of the activities of the company under study showed that the business processes of relationships with customers include the processes of the product life cycle. Effective implementation of these processes requires effective interaction with clients: receiving incoming calls, making outgoing calls, concluding a contract, processing and sending applications to the appropriate department, etc.[11, 13]

Table 1. SWOT analysis of the company's activities for the development and implementation of software

Strengths	Weaknesses
<ul style="list-style-type: none"> - Reputation in the region - Relevance of funding sources - High level of competitiveness - Understanding the portrait of potential consumers - Recognized leader of the regional market - Clear strategy formulation - Objective cost of products and services - Own algorithms and technologies - Effective management system - Reliable base of product consumers - High level of R&D 	<ul style="list-style-type: none"> - Decreased level of competence - Inaccessibility of funding sources - Decreased competitiveness - Low level of work with consumers - Loss of market leadership - Lack of clear strategy formulation - Overpriced products and services - Outdated technology - Violation of the management system - Changing base of product consumers - Low level of R&D - Lack of marketing policy

Continuation of Table 1. SWOT analysis of the company's activities for the development and implementation of software

Strengths	Weaknesses
<ul style="list-style-type: none"> – Effective marketing policy – Competent staff – State of the art hardware 	<ul style="list-style-type: none"> – Passive employees – Defective hardware
Opportunities	Threats
<ul style="list-style-type: none"> – Attracting new customers – Predictable inflation rate – Stable political situation in the region – Expansion of the range of products and services – Changes in legislation – Supply of raw materials and supplies – Presence of alternative suppliers 	<ul style="list-style-type: none"> – Loss of clients – Unpredictability of inflation – Unstable political situation in the region – Expanding the range of alternative products and services – Stricter legal requirements – Interruptions in delivery materials and supplies – Lack of alternative suppliers

In fig. 1 shows the «as is» model of the business process map of interaction with customers in the studied company. [14, 15] Attracting new clients is based on personal recommendations of existing clients and contractors of the company. This strategy is not effective enough, as it depends on the organization of all business processes of the company. It should be noted that these processes must be well established and must be systematically improved in order to meet the needs of customers and consolidate the position of the company among competitors. [16]

Analysis of the investigated business process «as is» showed that to improve the efficiency of interaction with customers, it needs to be improved based on CRM Bitrix24. The investigated company is initially focused on customers, but with an increase in the number of customers, the old methods of work are no longer relevant. When one employee interacts with 10 clients, it is quite easy to capture all the information. But when there are 100 clients and only 5 employees, then the issue of maintaining the quality of work is much more acute. The implementation of a Bitrix24-based CRM system will reduce the amount of meaningless manual work, lost contracts and conflicts in departments (especially financial ones), and the number of «forgotten» tasks and calls will decrease. At the same time, the implementation of a CRM system based on Bitrix24 will allow organizing a single information space, collecting in one place all company data that are available at any time via the Internet (documents on transactions, customer information, various kinds of records, registers, directories, etc.).

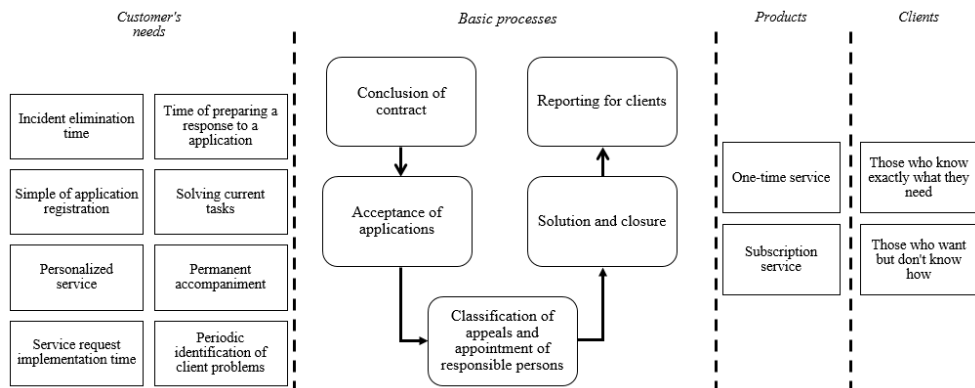


Fig. 1. Map of the business process of interaction with customers in the studied company in the notation «as is».

In fig. 2 presents a map of the business process to interaction with customers in the notation «to be». [17] It is obvious that the implementation of a CRM-system based on Bitrix24 makes all business processes of the company more transparent, which will allow satisfying customer needs, improving the quality of products and services provided, and helping to increase the customer base.

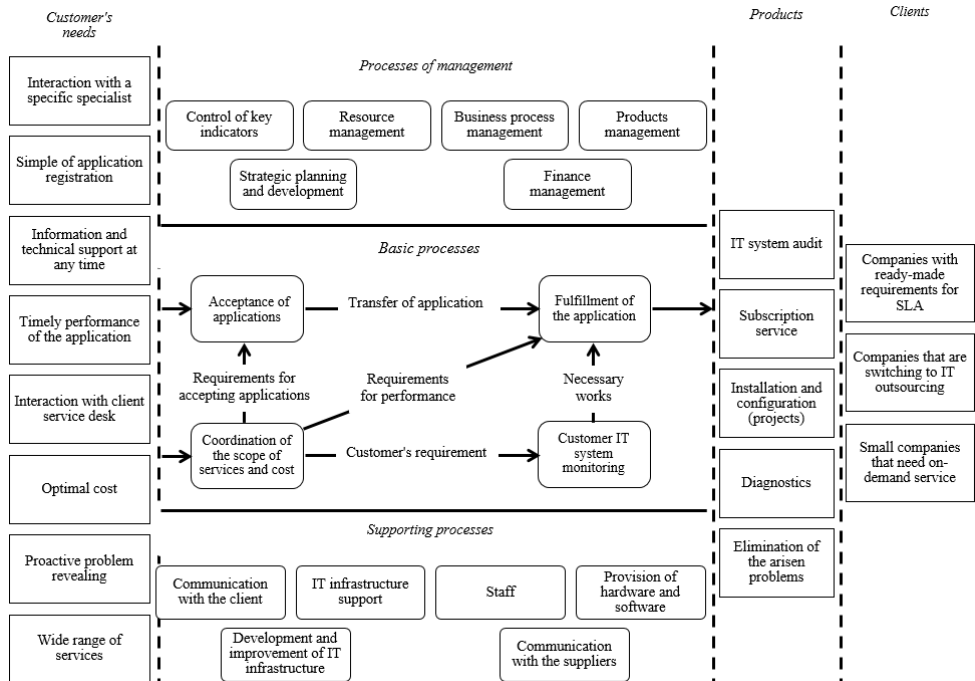


Fig. 2. Map of the business process of interaction with customers in the studied company in the notation «to be».

When used correctly, modern information technologies for customer relationship management can significantly increase the efficiency and competitiveness of the company. [18] This is achieved through the following main processes: expansion and grouping (segmentation) of the customer base; increase in the company's profits; use of cross-selling; cost reduction; improving service quality and customer satisfaction; increasing the level of training and motivation of employees; developing successful management strategies; increasing sales performance; organization of a single information space; saving staff time.

4 Conclusion

A study of the company's activities for the development and implementation of software and a description of the business process of interaction with customers showed that it is necessary to develop a project to improve this business process using modern CRM tools in such a way that the company has the opportunity to organize a single information space with participation in the implementation of its own labor resources. In this regard, for further work, it seems necessary to prepare a description of the project for the implementation of a system of interaction with clients in the studied company; analyze business benefit identifiers; describe the structure of the project for the implementation of a customer interaction system based on CRM Bitrix24; prepare the main provisions of the charter, staffing and hierarchical structure works of project ; develop a project risk

management plan; conduct a preliminary assessment of the economic efficiency of the proposed project.

With a competent implementation of a CRM-based system, a company can significantly increase profits based on an effective and relevant client-oriented business model. The analysis of the business process to interaction with clients in the studied company showed the relevance of developing a project for the implementation of a CRM system based on Bitrix24. Obviously, the implementation of a CRM system is aimed at ensuring the transparency all business processes of the company, which will allow satisfying the needs of customers, improving the quality of products and services provided, expanding and retaining the customer base, and optimizing the company's expenses.

References

1. B. Dave, *Construction Innovation*, 17, 50 (2017)
2. S. Semenov, N. Andryashina, Ye. Kotyleva, N. Razhova, *Economics and Entrepreneurship*, 8, 628 (2018)
3. M. Munsamy, A. Telukdarie, J. Fresner, *Business Process Management Journal*, 25, 1867 (2019)
4. Kintonova, M. Yermaganbetova, G. Abildinova, Z. Abdugulova, N. Glazyrina, N. Ospanova, *International Journal of Supply Chain Management*, 8, 369 (2019)
5. E. Volodina, P. Kudryashova, E. Studentova *Smart Innovation, Systems and Technologies*, 138, 455 (2020)
6. Aluri, B.S. Price, N.H. McIntyre, *Journal of Hospitality and Tourism Research*, 43, 78 (2019)
7. M. Rodriguez, S. Boyer, *Journal of Marketing Analytics*, 8, 137 (2020)
8. Slanova, M. Volik, *Economics and Management: Problems, Solutions*, 6, 84 (2019)
9. M. Volik, M. Kovaleva, *Economy and entrepreneurship*, 7, 687 (2020)
10. E. Khachaturova, D.A. Bitsoeva, *Economics and Management: Problems, Solutions*, 6, 41 (2019)
11. N. Altukhova, E. Vasileva, B. Slavin, *Business Informatics*, 4, 60 (2016)
12. M. Volik, *State and development trends of the national economy in the context of globalization* (2019)
13. M. Volik, *SPBPU IDE'19: Proceedings of the 2019 International SPBPU Scientific Conference on Innovations in Digital Economy*, 52 (2019)
14. R. Balocco, A. Cavallo, A. Ghezzi, J. Berbegal-Mirabent, *Business Process Management Journal*, 25, 1520 (2019)
15. T. Mitrofanova, T. Kopysheva, *Information and telecommunication systems and technologies All-Russian scientific and practical conference*, 208 (2015)
16. K. Sanhueza, C. Nikulin, *Business Process Management Journal*, 25, 1759 (2019)
17. M. Haggège, A. Vernay, *Business Process Management Journal*, 26, 59 (2019)
18. V. Fidarova, E. Khachaturova, *Bulletin of the Kerch State Marine Technological University*, 2, 86 (2018)