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TRENDS IN CUSTOMER RELATIONSHIP MANAGEMENT (CRM) FOR SMALL AND MEDIUM-SIZED BUSINESSES

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Резюме – в научной работе будут рассмотрены тенденции CRM для малого и среднего бизнеса. Так же изучены преимущества использования CRM.

Resume – the research paper will examine the trends of CRM for small and medium-sized businesses. The advantages of using CRM are also studied.

Introduction. CRM is undergoing significant changes influenced by modern technologies, including artificial intelligence (AI) and big data analytics. In the rapidly evolving software industry, companies are increasingly focused on building strong customer relationships and improving customer service.

The purpose of this paper is to investigate current trends in CRM strategies and technologies used by small and medium-sized businesses (SMBs) and to develop practical recommendations for their implementation to improve customer engagement, loyalty, and profit growth.

The main part. CRM, from a technical point of view, is a software product created to automate customer interaction. It provides functionality for systematising contact data, tracking interaction history, analysing customer behaviour and managing sales. This system can be deployed company-wide or in individual departments, providing integration with web resources, call centres and other tools for automating business processes.

The main objective of CRM is to improve the efficiency of communication with customers. It allows you to effectively organise contacts and accumulate relevant information about customers, including demographics and purchase history. Before proceeding to the prospects of CRM development, it is necessary to assess its contribution to business scaling:

1. Growing hyper-personalisation for customers Within the modern business sphere, personalizing interactions has emerged as an essential ingredient for any impactful approach. The quality of your client interactions directly correlates with the thoroughness and accuracy of the data maintained in your system. Thoroughly analysing this data allows you to send customised messages, offer relevant recommendations, and formulate persuasive deals aimed at drawing in your customer base. Given these shifting dynamics, the present is the opportune time to explore and deploy advanced strategies for augmenting your CRM's capacity, ultimately positioning your company favorably in today's dynamic marketplace.

2. Incentivise teamwork and customer centricity. Automation integration has long been a mainstay of business software. The impact of these automated tools is predicted to become even more significant in customer relationship management. This type of technology extends the capabilities of CRM to help companies maintain structure and operational efficiency. This is achieved through elements such as email connectivity, social media presence management, and content distribution scheduling.

3. The Growing Benefits of Automation. Business management software has consistently relied on automation, and its role in CRM will undoubtedly expand further in the future. This technology enhances CRM functionality by helping companies maintain order and efficiency through email integration, social media management, and publication scheduling. Benefits of automation:

Increased workforce efficiency: automation streamlines workflows, making operations faster and more productive.

Reduce costs: Intelligent automation can reduce costs by an average of 27 %, delivering significant savings.

Increase accuracy: automation minimises the likelihood of errors, improving accuracy by reducing manual labour.

Skills development: automation promotes a culture of continuous learning, encouraging employees to adapt and evolve in a changing technological world [1].

4. Industry-specific CRM systems. In the future, more and more CRM platforms are expected to offer an expanded set of specialised tools for areas such as real estate, consulting, and healthcare, for example. Their growth will be particularly noticeable in industries such as finance and manufacturing.

Industry-specific CRMs typically provide functionality that allows companies to gain a tangible competitive advantage. They are equipped with industry-specific niche tools and integrate well with specialised platforms. While the cost of such systems may be higher, they, in most cases, require less time and resources to set up [2].

Conclusion. In an era of rapid technological shifts, CRM systems are emerging as key tools for organisations looking to strengthen customer relationships and optimise user engagement. The integration of advanced technologies such as artificial intelligence and automation offers unprecedented potential for hyper-personalisation, collaboration and industry-specific customisation.

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