

CRM as a functional form of coordination of a manufacturing enterprise

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ABSTRACT

A manufacturing company should have various strengths in converting resources into products. The basic explanation for how an enterprise functions as an economic entity is that it tries to maximize profit and efficiency through a specific production function. External constraints, which are reduced by the state of resource or product markets, and internal efficiency in using necessary resources (which initially determines the ability of the enterprise) will affect this goal's level of achievement. This understanding of production only considers two points. Standardizing and automating coordination through CRMs makes it easier for companies to maintain contact with their employees.

INTRODUCTION

Every production enterprise is unique in its ability to transform resources into products (goods). This is done through the attraction, distribution, and use of resources. The next production cycle is followed by the release of final products for sale.

The basic explanation of how an enterprise functions as an economic entity is that it has the goal to achieve economic profit and social efficiency through a specific production function. External constraints,

which are reduced by the state of product or resource markets, and internal efficiency of the use necessary resources (which initially determines the enterprise's ability identify the most efficient combination of resource allocations and production technology) will affect the level of achievement of this goal.

This understanding is often contrary to reality. This understanding does not consider one of the most important aspects of any production enterprise, which is a high level

sales and interaction with customers. It also doesn't account for a stable workload.

The competitive advantage of an enterprise is directly related to the achievement of the above-mentioned goals. This includes improving the quality of service and customer coverage, their satisfaction, loyalty and desire for long-term collaboration.

The modern economy requires the recording of the work of structural subdivisions. Every employee can work as he/she pleases. He/she records calls, contacts, and other interactions with customers, colleagues, at his/her discretion, or as he/she was trained in his/her time. Some people don't consider it necessary to record any part of their work. Others do not think so.

Incoming calls may not get recorded or lost and may not be processed by the site for new customers. Sometimes it can be difficult to identify which manager is handling an incoming request. Real accounting can only be done at the level paid orders and shipment of goods. It can be difficult to assess the effectiveness of the sales department, how all orders are processed and whether work is done with existing customers.

Additionally, if an employee quits, all of his pending negotiation and unprocessed contact, as well the entire base, can be lost, which is extremely undesirable for the efficient operation of the business.

This situation can be solved by standardizing internal coordination and automating it through the use of CRMs.

This is why it is important to consider the selection, implementation, and ongoing maintenance of CRMs within manufacturing companies.

CRM AS A NEW AND FUNCTIONAL FORM

It is complex and multidimensional to organize intra-company planning, and work on production development. Every director in an enterprise cares about the integration of all processes within the company. Every production director strives for the best competitiveness of his company in today's complicated economic environment. This includes product quality, warranty obligations and cost of equipment. This requires hard work and quality from not only production workers but also sales, marketing, or sales employees. This link is, in a certain way, the heart of every production. Because of poor-quality work by the department which promotes manufactured products to the domestic and international markets, production can just stop due to lack orders.

Every manager should establish such departments. While some may increase their employees' numbers, which is not feasible, others might not care about changing anything in their company. However, competent

managers who want their production to thrive and all processes to be "in the boxes", will use new technologies and inter-firm coordination to coordinate each employee.

CRM utilizes all channels of communication with customers and the most recent information technology for business management. It also allows interaction between departments.

Many economists and scientists are now studying the impact of CRMs on the development of businesses.

It is important to increase the enterprise's production capabilities and technologies of work. However, it is also necessary to improve customer relations and client relationships. Also, optimize the interaction between production employees. To increase the effectiveness of the work and build long-lasting relationships with customers, a corporate strategy or philosophy should be created. The strategic basis for the establishment of a CRM within an enterprise is to maximize and automate interaction between customers, management, employees and other employees as well as between departments.

CRM stands for Customer Relationship Manager. It is understood as a business strategy and software to automate it. Both of them are correct. Both are right. CRMs simplify the work of employees in a company with a high turnover of resources,

large customer base, and many different processes.

CRM is a unique approach to business that places the client at the center of the company. The strategy of CRM is about creating such systems of interaction with clients that their needs are given the highest priority in the company. This focus on clients not only affects the overall business strategy but also the corporate culture, structure, and business processes.

The main purpose of introducing CRM to an enterprise is to attract new customers and to develop relationships with existing customers. However, in addition to creating a client platform at the enterprise, it also creates a platform that allows for intra-company coordination.

CRMs include four main elements:

- The client-centered approach to the organization
- A unified, detailed database
- The organization's strategy for developing its customer base and promoting its products.

CRMs are a crucial tool in retaining and winning customers. It reduces the human factor in client work and improves transparency for managers in sales and customer services. It's a useful tool that isn't a panacea. Instead, it serves as a support to

existing rules and processes, and will grow with the company.

It is essential to organize and formalize all work processes in order to achieve the quality work of the entire enterprise. The number of errors is reduced, the work of the company is more efficient, and the outcomes of work are predictable. Managers should have full visibility into all processes so they can identify and fix weaknesses.

The enterprise website is an integral part of the CRM. It provides feedback and a platform for customers to give feedback. The criteria for CRM are determined by the active work of the sales and marketing departments. These include telephone conversations, business E mail correspondence, SMS, and incoming orders.

A database of entities and individuals who interact with the company in the context of its activities is the foundation of any CRM. These include customers, branches, suppliers, partners, and even competitors.

A CRM system can help you use your customer database with maximum efficiency. An organization can access all information about its customers and their preferences, as well as the history of any relationships they have had with it. A strategy for engagement can be developed based on these data. CRM, when combined with powerful analytical tools allows you to retain and develop customers,

identify their most valuable customers and attract new customers.

The CRM allows managers to plan, organize and manage sales. With the support of a well-functioning interaction among all production departments, managers can access all information resources within the company. The system includes all customer communications and allows sales to analyze them, make the best offers, gain trust, and build loyalty.

Managers can monitor the quality indicators of their subordinates' work, fulfill sales plans, observe payment and delivery deadlines, and control subordinates' performance. You can also evaluate the volume and likelihood of transactions, manage sales processes and monitor the status.

A CRM system can perform many functions, but one of its most important functions is the management and accounting for working hours. Not only can you log your current work hours, but it is also possible to plan your future workload. CRM tools allow employees to easily access their schedule. They can also mark the progress of the plan's implementation and plan their work hours. This gives managers the ability to manage the subordinates' workload and performance. Each transaction or client has its own work history. The majority of tasks are automated,

which allows employees to be free from their daily routine.

The company's communication is poor, inefficient, and can lead to business process breakdowns. Profits are affected. The CRM system facilitates communication and information exchange at high levels within the company. It eliminates information loss and lack, which is crucial for any production enterprise to achieve a positive outcome.

Without analyzing customer information, their income, and their value, it is difficult to improve the profitability of a company.

CRMs allow companies to access a full set of statistics and do sophisticated analysis of these data.

The introduction of CRM is generally broken down into the following steps:

1. The strategy is being developed. After analyzing the situation, the team sets goals for the implementation of the system.

2. Create a budget and an integration team.

3. Platform definition. You will usually allocate multiple platforms. The best platform will not only be easy to implement but also allows you to customize it and integrate other programs into it.

The selection of an integrator. This is the best way to choose a specialist in this field. The implementation process is complex and long-lasting. If you choose an inexperienced person, it is likely that the implementation will be delayed or fail.

5. Project implementation. This stage is where the company ordering the system must monitor and confirm the timing of implementation.

6. Launching the system. The program's proper operation can only be verified by its use. Therefore, the role of the integrator involves not only installing the CRM system but also training the employees on how to use it properly and controlling the work in the initial stages.

7. Based on user comments and wishes, the analysis of the work is done. The system can be improved as necessary after installation and work. It is important to monitor and adjust the system as needed.

The analysis of the problems and prospects for the implementation of CRMs within manufacturing and commercial enterprises has led us to conclude that CRMs give project managers and contract managers access to all information. It allows them to quickly and efficiently solve problems and expands their ability to meet all client requests. Managers are able to see the entire picture of work within the company. This helps to optimize production. Each company

will have its own CRM setup. There are many popular CRMs that can be used, but they all have different functionality and payment options.

When choosing a CRM system, the most important features for financial and manufacturing companies are: Interface language, implementation in all department of the company; builtin telephony (possibility to integrate); client base; capturing leads directly from the website.

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