

Comparative Analysis of CRM-systems

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Abstract

The comparative analysis of CRM-systems is provided in this article in order to define the most effective software, which would be able to solve problems appearing in companies selling coupons.

Keywords: CRM-system; sales; customer relationship management system

1. Introduction

Nowadays CRM system is the most effective concept for modern business development. Therefore every company tries to implement such software to increase productivity and find new approaches to customers.

The goal of this research is to find appropriate CRM system for company, which is selling coupons.

Main tasks:

- 1) To define the main problems of companies which are selling coupons
- 2) To make a comparative analysis of the most popular CRM-systems;
- 3) To choose the optimal system for solving the problems.

During the research the following problems were determined:

- 1) Potential clients search;
- 2) Motivation of service providers to provide a large discount;
- 3) Search and processing of analytical information of company\$
- 4) Determination of individual approach to each client;
- 5) Growth of coupons sales;
- 6) Integration with social networks and emails;
- 7) Determination of real value of business proposal;
- 8) Determination of criteria of evaluating work with clients in different sections;
- 9) Determination of a clear procedure for processing of customers applications;
- 10) Creation of flexible reporting system;
- 11) Monitoring of any changes in the database.

2. CRM-systems analysis

To achieve the goals mentioned above, coupons selling companies need CRM, which will most effectively help achieve such goals. Therefore, it is to analyze the popular CRM-systems necessary in the framework of this research (table. 1).

Each system was analyzed on 10 parameters on the basis of a scale from 1 to 5 points.

Table 1. Comparative characteristics of CRM-systems on a five-point scale.

Comparative characteristics	InvGate	Bpm'online	Insightly CRM	AmoCRM	Salesforce
Intuitive interface	1	4	2	3	5
Implementation speed	1	4	3	2	5
Project management	3	1	4	2	5
Configuring user restrictions	4	2	3	1	5
Client module	3	4	2	1	5
Conducting transactions	4	2	3	1	5
Invoicing	4	1	2	3	5
Financial resources management accounting	1	3	2	4	5
Speed of operations	3	4	1	2	5
Price	1	4	5	2	3
Average rating	2.5	2.9	2.7	2.1	4.8

Next, the characteristics of each system will be considered.

3. CRM-system characteristics

BPM'online allows companies to manage the full consumer life cycle through a single CRM platform, into which three products have been integrated: marketing, sales, service.

Marketing Bpm'online is a multichannel marketing software that enables specialists to carry out sales with subsequent interaction with customers.

Sales Bpm'online - a tool that automates the sales system. The advantage of this function is the ability to combine sales, financial transactions, accounts, communications, etc. into a single system.

Bpm'online service is a tool for servicing and attracting customers.

Bpm'online can work both in the cloud mode and local, where the data is hosted on the company's servers. In both cases, users can access bpm'online from both the web browser and the mobile application.

Additional system features:

- management of any fields in the customer's card;
- the establishment of access modes allows to edit customer cards only to those employees who created counterparties, the others can only scan;

- storage of documents;

- formation of the knowledge base with preservation of all the teaching material or the material necessary for the work;

- generation of standard reports with visualization.

Based on all of the above, we can conclude that the CRM-system BPM-online is functional. But in order to work comfortably in it, you need to download add-ons.

Sales management service AmoCRM is a web-based platform, available from anywhere in the world, where there is an Internet connection. Users of the system can manage sales, personnel and receive analytical information and reports.

Functions of the system:

- 1) Mail integration;

- 2) Field for new users is supported;

- 3) Unique tags allow users to create new agreements and contacts;

- 4) Existing clients may be uploaded from Outlook and Gmail databases;

- 5) Ability to control actual tasks with the help of calls and emails.

AmoCRM, provides full visibility of the sales pipeline: it shows the number of sales, income of sales representatives based on tags.

Platforms like Facebook, MailChimp, Zendesk, Dropbox and Xero can integrate directly with AmoCRM. The mobile app is available for download in the App Store or Google Play.

In addition to the advantages identified shortcomings of this system. First, there is no possibility to differentiate access to information. Secondly, transactions schemes, management and financial reports are not available.

Insightly CRM allows small companies to manage projects, contacts, sales and documents using a single platform that is accessible via the Internet and on mobile devices.

Insightly connects users to online applications, such as Google Calendar, Gmail, MailChimp, Evernote, Dropbox, QuickBooks, Xero, and others.

The Insightly dashboard provides real-time information on current tasks. Advanced Insightly reports allow you to create tables and graphs. The program reports such details as the responsible user, the stage of the task, the deadline, the probability of winning the client.

Insightly also offers an integrated project management function. Once the transaction is concluded, users can track and manage the subsequent project obligations directly from the CRM. The side panel Insightly also saves emails directly from Gmail, provides user access to the conversation history, connects all correspondence with projects and events.

InvGate - is a service management platform that offers help with query registration, customer service and technical support, self-management knowledge and much more. The system is compatible with Mac, Windows and iPad. Companies of almost any industry and any size can use InvGate. This software is scalable and configurable, depending on the needs of the company.

InvGate allows users to run advanced reports and view analytics, automate workflows and much more. Detailing allows you to have the most recent data that is available to all team members.

The main disadvantage of this system is the lack of integration with social networks.

The Salesforce system offers a wide range of CRM applications for all types of businesses, with a focus on sales and support.

The Salesforce system offers vertical solutions for wealth management and financial services segments. Its partners offer a wide range of additional industry solutions. Applications built on the force.com platform are modern architecture, which provides increased flexibility and scalability for organizations of any size.

The Salesforce application has the ability to manage sales, automate marketing, manage relationships with partners, and serve customers. They help organizations manage customer accounts, track sales, conduct and monitor marketing campaigns, and provide maintenance.

The Salesforce system interacts with social networks and performs collaborative work across the organization. For specialized organizations, force.com provides the ability to develop custom applications. Developers can access the application development environment and access the tools and resources needed to design, create, and custom applications for the organization.

The salesforce system for Outlook allows users to synchronize contacts, calendars, messages, and tasks to eliminate double entries through cloud work.

Salesforce allows you to manage an unlimited number of contacts, track transactions, manage tasks and events, and track performance, transactions, and generate reports. It is this system that will achieve the goal of the companies of coupons, which confirms the comparative analysis (Table 1). Therefore, in the industry under consideration, it is preferable for companies to implement Salesforce CRM as an organizational and managerial innovation.

By implementing this particular CRM system, a flexible reporting system will be implemented, that is, all transactions can be sorted by priority (auto-determination of the most important transactions), name, offer, amount and client, and status (for

example, completed and unfinished). In Salesforce there is also a convenient analytical tool "sales funnel", showing the effectiveness of the work of one or another employee or department as a whole.

4. Conclusion

In the work, a quantitative and qualitative analysis of the influence of the CRM system modules from the basic set on the levels of the company's strategic indicators was conducted. As a result, integral indicators of effects and levels of their certainty were obtained.

Thus, the purpose of this study (the selection of CRM-system for the companies of coupons is achieved, and the proposed project of CRM-system implementation meets the planned goals of the strategic development of the industry in question.

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