CRM Tizimining Afzalliklari

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CRM is such a tool that allows you to store contact information with customers or partners, identify sales opportunities, identify service problems, and manage marketing campaigns. When the program starts, all contacts and contact information, inter-interview, agreements, sales efficiency and its results are located in the same center, and the ability to quickly and easily find and use information about any interactions with customers will be possible.

Keywords: CRM, client, privilege, payment, application, email, transaction, transaction, project.

People are used to predetermining their desires and providing after-sales support at any time of the day. It is almost impossible to do all this without the CRM system, as it has a separate card for each client that has a complete customer information:

• kontaktlar;
• customer information (automobile brand, birthday, presence of children, privileges, etc.);
• notes of calls and letters;
• files and documents;
• history of purchases and payments;
• History of managers' records and tasks.[1]

Another advantage of implementing CRM is that each client's database is integrated. Stickers, blocknotes, and Excel tables are discarded: if you need a client's email or phone number, you can enter its name in a CRM search and open the card.

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[1] https://salesap.ru/blog/preimushestva-crm-sistemy/ , 30.03.2022

Customer card in S2 CRM: left – customer info, right - history of client work.

This situation is familiar to everyone, which means there are situations like "I wrote not to forget, and then I forgot where I wrote." This does not happen to users of CRM systems. The program not only mentions calling, writing letters, processing the request, but also integrates all communication channels. It will be possible to call directly from CRM, write letters, write with customers on social networks, send them automatic SMS, receive applications from the form on the website.

But that is not all. Among the benefits of CRM is automation of almost any regular task, such as:

• record applications from the form of e-mail and site and appoint managers responsible for them;
• automatically assign tasks to managers at each stage of trading;
• formation of documents on the template with automatic replenishment of customer and transaction information;
• Send notifications via SMS or email;
• Automatic startup of template-based deals and projects, etc.[2]

Thanks to CRM, the analytics will be understandable, visual and fast. One click – and each user can see the results of the day, week or eight months and four days.

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[2] https://salesap.ru/blog/preimushestva-crm-sistemy/ , 30.03.2022
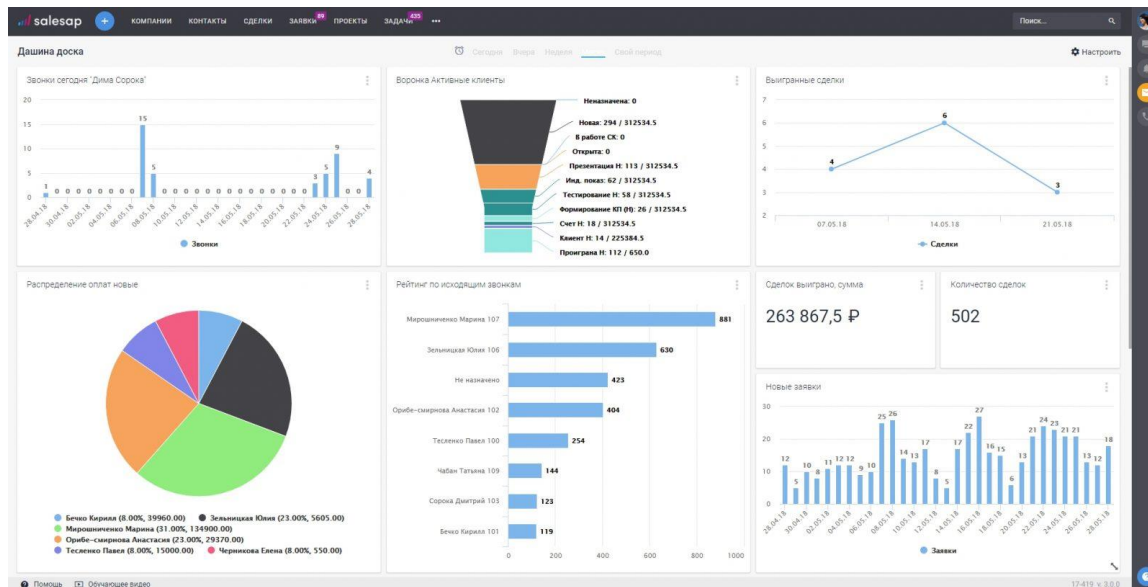
S2 CRM analytics: users can develop reports themselves and paste them into the dashboard in any order.

All analysis in the system is updated in real time. Reports can be viewed not only on the work of each manager, but also on the whole trading day. So, it is possible to understand at what stage the most customers go and analyze why this happens.

For example, it can be seen that most customers fall into the "Submit a Commercial Offer" phase. To find the problem, it is decided to look for reports on sending quotes by managers in CRM. It turned out that some managers forget to send a commercial offer to the customer on time. To fix this, it is desirable to set up regular reminders for managers in the system. So, CRM allows the user to continuously improve the sales process.

In addition, with analytics, a user can reduce ad spend and optimize their advertising budget. What sources do targeted customers come from, and which sources are a waste of advertising money? CRM shows this in the graph.

All services users use can be connected to CRM. For example, through telephoning, website, mobile app, accounting system, etc. There are no restrictions on the number of integrations. It doesn't have to transfer data to the system manually, it is automatically retrieved from other services to CRM.

In the system, the user can use built-in integrations and connect services that are not in the CRM "directory" through the API. What does it mean?

Integrated integration means that the system already has the ability to quickly connect to certain services. This can be done by the user himself in the system interface without the help of a developer. For example, S2 CRM has the ability to quickly integrate with dedicated IP teleplia services, email notifications, online bookkeeping, and more.

API integration means the app can be connected to the CRM system via a custom programming interface. The user will be able to create API integration with almost any services and apps. For example, the user has personalized enterprise software that does not have CRM built-in integration. With the developer, the user can connect it to the system.
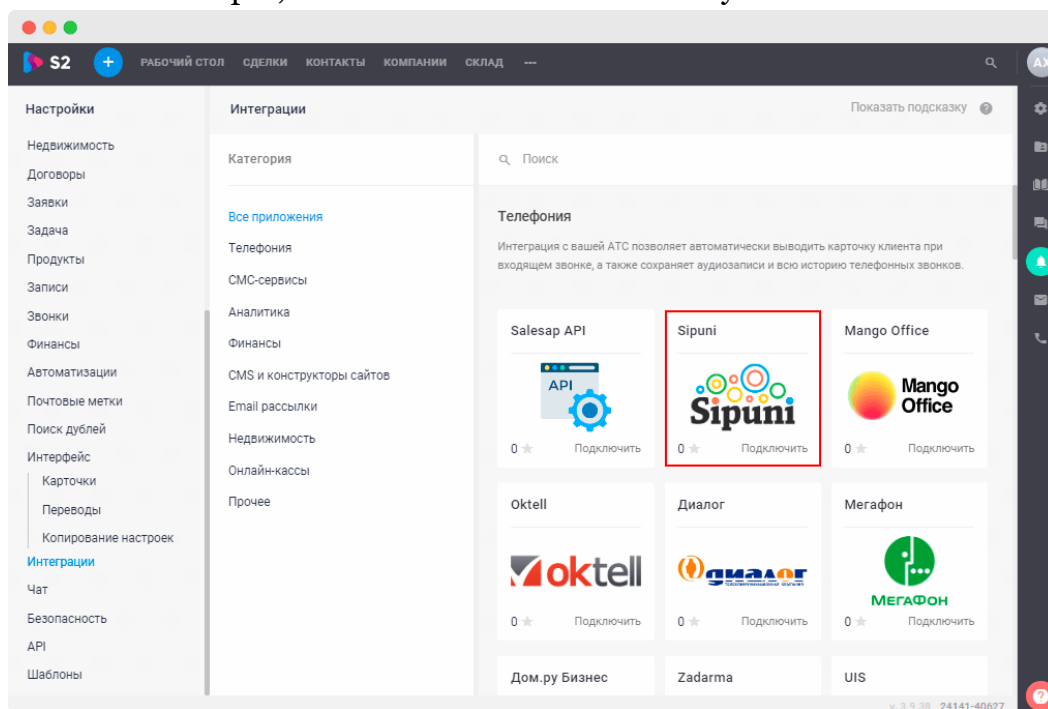
The "Integration" module in S2 CRM, where all integrated integrations with services are provided.

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