CRM-SYSTEMS FOR SMALL BUSINESS: NECESSITY AND WAYS OF IMPLEMENTATION

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This article is devoted to the problem of automating business processes at an enterprise and implementation of CRM-systems for small enterprises. In the article, the author defined main featured of the CRM-system concept. The author considered whether is necessary for small businesses to introduce such a system, and most importantly what benefits it will bring to it. Nowadays there are plenty of opportunities on automation of business processes at the enterprise. This applies to both price and functionality of installed systems. To install CRM, one should make some steps:

1. Description of existing business processes in a model.

2. Alignment of leadership.

3. Selection of the environment for implementation.

In total, we have identified two ways of describing business processes, programming and "drawing" (graphic method). The first method involves algorithmization and command sequence, which subsequently implement a CRM environment as a set of commands. The second method representing business processes in a graphical flowchart, which is in the form of objects and arrows. The main advantage of the first approach is that it is very convenient for developers, requires deep study of notation, allows programmers be familiar to developers, so, it allows algorithmization for any business processes.

The obvious disadvantage of this option: the lack of clarity for users. In this case, the developer must create a diagram of business processes for customer in any convenient medium for approval, and then perform programming and to acquaint users with the outcome.

In the second case is used a notation invented by the creators 1C and Bitrix24 CRM. This approach is very convenient for users, as vivid and clear. In addition to its use, one has to spend extra time learning the notation of 1C or Bitrix24.