



PROSPECTS FOR THE INTRODUCTION OF CRM SYSTEMS IN THE PHARMACEUTICAL INDUSTRY

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Abstract. The automation of numerous activities at the stage of promoting goods (services) from the manufacturer to the end customer is one of the prerequisites for the development of many sectors of the Republic of Kazakhstan's economy, including healthcare. Without the usage of numerous specialist software, it is hard to envision accounting and warehouse accounting in current times. Customer connections can, however, be developed without the use of automated accounting.

Without the use of standards and automation, the efficiency of work to satisfy client demands, needs, and requests is greatly decreased. This suggests low competitiveness of the production's product as well as the organization itself, and as a result, a sizeable quantity of profit was lost [1].

With the assistance of CRM systems, this issue may be resolved. A CRM system is a tactic for carrying out business and nonprofit operations with the goal of researching and comprehending the demands of current and future clients. A CRM system is, technically speaking, a collection of software applications integrated into

one corporate information space of the firm and linked together by a common logic [2].

The work's objectives included researching the history and development of CRM systems as well as exploring the viability of implementing and utilizing this automated accounting in pharmacies.

Keywords: customer relations, business process, automation, implementation of CRM system, pharmaceutical industry, efficiency improvement, work with customers.

Introduction. The first CRM can be attributed to the "Day-Timer" system for planning business meetings and events, developed at the end of 50s lawyer Morris Perkin. "Day-Timer" functioned as a modern organizer, with detailed records of the work done. The appearance in 1950 360-degree rotating filing cabinet The "Rolodex" business community is indebted to the inventor Arnold Nustadter (figure, see magazine cover). Up until the 70s, Rolodex was the most popular means of recording business contacts. The appearance of the first personal computers and mainframes (large high-performance fault-tolerant servers) contributed to the fact that by the end of the 60s, almost all data on client operations had electronic form. Despite this, there were only a few specialized sales management systems until the early 80s.

In 1987, Pat Sullivan wrote the first commercial contact management program "ACT!", thanks to which it became possible to process and analyze information about customer relationships using a personal computer. This program still remains in many countries of the world the leader in sales of CRM solutions of the class. Contact Management and operational CRM systems. "ACT!" has become a phenomenon in its industry, because today it is used by over 3,000,000 users and more than 10,000 companies around the world [3, 4].

Today CRM systems are the basis for automation of management of small, medium and large enterprises. These systems increase the efficiency of the organization's resource management and optimize the processes of interaction with both suppliers and end users.

It is advisable to consider the classification of CRM system functions proposed by Barton Goldenberg, President of International Systems Marketing, Inc. (Table 1) [5-7].

Table 1 – Classification of CRM system functions

Functions	Definition
Sales functionality	Contact management – all types of contacts and contact history; work with clients (account

	management), including all activities related to clients; creating commercial offers; entering orders from customers.
Sales management functionality	Pipeline analysis – forecasting, sales cycle analysis, regional analysis, planned and arbitrary reporting. Management of sequential processes through all channels of work with clients.
Telephone sales functionality (telemarketing/ telesales)	Creation and distribution of a list of potential customers; automatic dialing; registration of calls; acceptance of orders.
Time Management	Calendar/planning both individual and group (in most cases at the moment it is Microsoft Outlook); email.
Customer support and service functionality	Registration, forwarding of requests; movement of requests from the client within the organization; problem solving management; information on orders; warranty/contract service management; reporting.
Marketing functionality	Marketing campaign management; opportunity management; marketing encyclopedia (complete information about the company's products and services) integrated with the Internet; product configurator; segmentation of the customer data warehouse, as well as creation and management of a list of potential customers.
Data synchronization functionality	Synchronization with mobile users and numerous portable devices; synchronization within the organization with other databases and application servers

E-commerce functionality	Managing transactions via the Internet, including applications B2B and B2C
Functionality for mobile sales	Generating and working with orders; transmitting information to representatives outside the organization in real time via mobile devices.

As a rule, CRM systems are divided into the following types:

- Operational CRM;
- Analytical CRM;
- "Collaborative" CRM (CRM of collaboration).

Operational CRM helps marketing departments to conduct direct marketing campaigns, sales departments to implement well-thought-out methodologies, distribute tasks between managers, manage resources, develop tactical plans, the call center to establish records of customer requests and service requests, routing of applications within the organization and their timely processing. As a result, the accuracy of forecasts increases, individual stages of the sales process accelerate, the quality of the services provided by the organization is improving.

Analytical CRM improves the efficiency and effectiveness of marketing, sales and service. By combining the data accumulated in the systems CRM, with information from other corporate sources, analytical applications help organizations identify factors that determine the quality of marketing, sales and service.

"Collaborative" CRM gives the client the opportunity to have a much greater influence on the processes of design development, production, delivery and maintenance of the product. Requires technologies that allow to connect the client to cooperation within the framework of the company's internal processes with minimal costs [8, 9].

The capabilities of a CRM system vary, as a rule, depending on the level at which it is implemented (at the level of a manufacturing enterprise, warehouse, etc.), and on which software package (and with what functionality) is used in the organization. However, it is possible to single out the main tasks that can be solved with the help of these systems (both separately CRM and integrated with ERP systems):

1. Management of the data warehouse about to the client: a single database of doctors, healthcare organizations, pharmacies; storing the history of relationships with the client (history of sale of medicines, business history, history of client development, automatic categorization), etc.

2. Product sales management: maintenance and distribution of sales plans by regions and regions; distribution of individual sales plans to employees of the organization, pharmacy; maintenance and analysis of planned and actual sales figures.

3. Procurement management: control of drug residues funds, medical devices and medical equipment; automatic formation of procurement plans.

4. Managing the working time of employees of the organization: maintaining and distributing individual sales plans for individual employees, regions, regions; automatic generation of reports on the work of personnel.

5. Management of accumulated marketing information: assistance in conducting marketing research; marketing campaign management; managing potential deals; pharmaceutical encyclopedia (full information about medicines, medical devices and medical equipment, pharmacy products, products and services of organizations); segmentation of the customer data warehouse; product configurator; managing a list of potential clients [9, 10].

The data obtained from CRM systems may also be suitable for using machine learning methods in order to more efficiently identify target groups of producers/consumers when developing a marketing strategy. This is primarily due to the fact that, that the main value of using such methods is the search for hidden interactions of factors or models, which significantly expands the range of suitable for the accumulation of information.

At the moment, the main users of CRM in pharmacy are medical representatives who work outside the office with clients – doctors, pharmacists. On average, each medical representative makes about 12 visits a day. CRM allows you to organize and save information about past meetings, as well as enter information remotely via mobile devices. Thanks to this, the company's employees have access to up-to-date, non-duplicated customer information, which, in turn, is necessary- it is necessary to manage the assortment and marketing campaigns [11, 12].

As a rule, the main goal of implementing CRM in the pharmaceutical industry is to increase the degree of customer satisfaction by analyzing accumulated information about the customer's history, regulating tariff policy, and configuring marketing tools. Thanks to the use of automated centralized data processing, it becomes possible to effectively and with minimal participation of employees to take into account the individual needs of customers, and due to the efficiency of processing – to carry out early identification of risks and potential opportunities.

It is not enough to be guided by traditional methods of investigating the behavior of counterparties. Most of them involve some long period of using the conclusions without updating in accordance with the changing competitive environment. Methods

related to the OLAP group (from the English Online Analytical) can significantly complement the capabilities of analyzing customer behavior. Processing, analytical processing in real time). However, they require the collection and generalization of much more the amount of data than is accepted in accounting systems or ERP-class.

The basis of the functioning of any A CRM system is a customer data warehouse that contains a structured set of data about regular customers of an organization or its structural unit. A properly organized customer data warehouse of an organization can serve as a reliable source of marketing information about the target audience, the basis for creating highly profitable activities as a result of rational management of customer relations and effective implementation of a customer-oriented strategy. At the moment, many pharmacy organizations of the Republic of Kazakhstan keep records using various ERP systems on the 1C platform (for example, the Kazakhstan Pharmacy information system). ERP systems allow you to exercise comprehensive control over production processes, find new opportunities to increase competitiveness and product quality, meet market requirements, carry out effective production planning, and replace most separate and unrelated information applications with an integrated environment [9, 13, 14].

A significant limitation of ERP systems when using them to analyze relationships with customers of an organization is that they are focused on reflecting only the interactions that have taken place. This approach does not provide enough data to take into account all the criteria of customer behavior. CRM system as an analysis and reporting tool allows you to control the results of the implementation of the company's marketing policy, creating a standard of customer service. The ERP system is aimed at managing and accounting for the organization's activities (financial, labor, production). And, similarly to CRM, it is used as a reporting and analysis tool to develop solutions for improving the organization's resources involved in the production process to increase the efficiency of production activities [15].

As practice shows, in most enterprises and organizations CRM and ERP systems are represented by isolated solutions with insignificant and sometimes missing data exchange channels. At the same time, in the process of production activities and operation of CRM and ERP systems, many enterprises face the problem of "connectivity" of systems with each other, which is solved by integrating these information systems. Advantages of CRM integration and ERP systems:

- Integration of systems allows to increase the efficiency of receiving information coming through various channels communication involved in the course of interaction with customers, suppliers and with production units.

– Based on the incoming information about the client, data analysis and accounting is carried out, which helps to identify unnecessary, duplicative and low-efficiency processes with their further adjustment.

– Operational and strategic informing of the company's employees information about the progress of organizational processes allows you to respond in a timely and accurate manner to changes in the production environment and make adjustments to maximize the effect.

– The ability to compare the data received from both systems and their output, both in text and graphical form.

– Increased customer loyalty caused by increased flexibility in production and sales, increased transparency of production processes from launch to production and the ability to make operational adjustments at the stages of product/service creation [16].

Various sources (Gartner Group, ISM, etc.) distinguish the following main categories of effects from CRM implementation (table 2):

Table 2 – The main effects resulting from the introduction of CRM systems

Impact on income/expenses	Type of influence	Type of effects received
Cost reduction	Direct impact on costs	Improving labor productivity
		Improving the efficiency of investments
	Indirect impact on costs	Accelerating the market entry of new products and services
		Synergetic effects in customer contact support
Increase in income	Direct impact on income	Getting new, more loyal and profitable customers
		Cross-sales (sales of an additional assortment to one client) of products and services

	Indirect impact on income	Improving the brand's position
		Increasing the loyalty of the most profitable customers

Thus, the introduction of CRM systems will allow the organization to significantly improve the results of financial and economic activities and strengthen its position in the pharmaceutical market of the Republic of Kazakhstan.

Conclusion

1. The history of origin and development CRM systems begins in 1950, when the first Rolodex card file was created. Significant transformations and the development of multifunctionality have made these systems a promising direction in the development of organizations.

2. CRM should be considered not as an information product or software solution, but as an advanced marketing approach to reorganizing the work of the entire institution, including changes in organizational processes, personnel management, technology, successful interaction with customers. The advantage of CRM systems is the ability to integrate with already used ERP systems.

3. Currently, in the pharmaceutical industry of the Republic of Kazakhstan, CRM users are only medical representatives, but these systems can be effectively implemented in many parts of pharmacy: at the level of regulatory organizations, pharmaceutical enterprises, distribution organizations, pharmacies, etc.

4. In pharmacy, the improvement of automated accounting based on CRM systems at the stage of promotion of goods (services) from the manufacturer to the end user will increase the efficiency of work to meet the needs, needs and requests of customers, which will ultimately lead to an increase in the competitiveness of enterprises.

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