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## **CRM AS A TOOL OF CUSTOMER'S LOYALTY**

Loyalty question and means to improve it are always important for every company that wants to succeed on the market in terms of hard competition.

The concept of customer loyalty appeared as soon as marketers have begun to study and give theoretical grounds for commitment and love of consumers to certain brands. Loyalty and customer satisfaction (from the English. «Loyalty» - loyalty, devotion) means their positive attitude to the mark, that every time when they need to be satisfied with your product or service, they would appeal to you personally. Loyalty and customer satisfaction involves not only the credibility of the brand as a guarantee of quality, but also some positive emotion that your product arouses. Truly loyal customer will always buy from your product or service - basically, with confidence in its high quality. And they do not go to a competitor, even if one offers a cheaper counterpart. So to make the customer loyal to your product or service - is the most important task of every enterprise. The process of attracting and retaining customers can be much easier if you use the system of cooperation with clients you work. And one of the most effective and widely used tools is the implementation of CRM-systems.

CRM (Customer Relationship Management) -is an administration of clients relations. The given concept involves ideas that companies use to manage their relationships with customers, including the collection, processing, storage and analysis of information about customers and their preferences. Modern CRM-system is aimed at studying the market and specific customer's needs. The implementing CRM should be a compulsory part of a business strategy. At the same time the main purpose of CRM-strategy is the transformation of data on the client in an intangible assets for effective marketing communications. CRM-systems are designed to manage the lifecycle of the client at all the stages: attraction, initial sales, after-sales service, maintenance, secondary sales. Implementing such a system offers several benefits for the company. It should list the main ones: the gaining of a more complete and entire understanding of plenty users, automation of previously manual procedures and processes to improve the overall quality of database and information flows, improve the sales process through more complete information about clients shift focus on customers and further all more narrow focus on their requests and more. That is CRM-systems solve a number of important questions about the relationship with customers and help the company achieve its goals through the correct approach to the

organization of relations between the "buyer-seller".

We can make a conclusion that the CRM-systems - are, above all, safety and integrity of customer base, increase sales effectiveness, improve marketing in a company, excellent customer service, reporting and analysis of activities. In other words, implementation of CRM-systems helps to analyze and control the major activities of the firm, which in its turn provides the successful operation of the company, as his activities will be focused primarily on the needs of consumers and aimed at establishing long-term mutually beneficial relationship between the company and the consumer.