

ANALYSIS OF THE CRM-SYSTEM IN THE MANAGEMENT OF PHARMACEUTICAL ENTERPRISES OPERATING IN UZBEKISTAN

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Annotation. In our research, the study analyzed the results obtained through the introduction of the CRM system in the management of the marketing department of the pharmaceutical company "Shayana Farm" LLC operating in the Republic of Uzbekistan. The pharmaceutical company Shayana Farm LLC, which is the object of our research, in 2016 introduced the Quadrasoft CRM system in the management of the marketing department of the company. Over time, through this system, the company has increased not only sales, but also product range and scope of work. It was studied that the introduction of the CRM system in the management of pharmaceutical enterprises has helped to increase the efficiency of the production and sales system, increase the competitiveness of the enterprise and develop customer relations.

Key words: system, customer, enterprise, management, distribution activities, customer base, functional capabilities, CRM-system, average check, introduction of CRM-system.

The main tasks of pharmaceutical marketing are: market analysis, state, competitive research, forecasting development paths; conduct research to identify consumers of medicines, analyze consumption, evaluate; formation of marketing support for the development of new drugs; organizing the supply of medicines, medical supplies; development of pricing policy for medicines; improving marketing communications, providing information and advertising of medicines; communication between doctors, patients and pharmacists, pharmacist assistants [1].

The program "Calculation of the generalized value of drugs belonging to the VEN group" was developed to assess their effectiveness in the consumption of drugs. [1].

In pharmaceutical marketing, the customer and customer base is the main asset of any company, and attracting, maintaining and developing customer relationships is one of the main goals of the enterprise. The higher the quality of customer service, the more knowledge you have about the history of the relationship with them is the foundation of an enterprise's path to success. CRM system allows to keep a history of relations with each customer, through which employees can communicate independently and systematically with customers, continuously deliver information from them to senior management. [2].

The issue of customer relationship management is relevant for a pharmaceutical company, since the absence of a CRM system in an enterprise slows down its development and may adversely affect the growth of services in the future. The introduction of a CRM system optimizes the sales process, increases the competitiveness of the enterprise in the market, reduces the cost of customer service, increases the efficiency of customer relationships and increases the profitability of the enterprise. The introduction of this platform will allow personalizing work with the customer, developing the client base and increasing competitiveness. CRM-system is a quality solution to the problem of sales in modern conditions, which is impossible without this system. Only by creating a sales process with an automated CRM system, you can identify weaknesses in the work of the sales department with customers [1].

The above scientific research has developed modern information and programs on pharmaceutical marketing, pharmacoeconomic analysis, optimization of drug supply to patients.

However, the introduction of the CRM system in the management of pharmaceutical companies has been carried out only in a small number of manufacturing enterprises in the country. This justifies the relevance and necessity of the topic.

The purpose of the work. Analysis of the comparative role of CRM-system in the management of pharmaceutical companies.

Research methods. The importance of CRM-systems for customer relationship management in pharmaceutical companies was studied.

“Shayana Farm” LLC and “Herbion International” LLC, operating in the Republic of Uzbekistan, were chosen as the object of analysis.

Research results and their discussion. CRM-system is a customer relationship management system, which in English means "Customer Relationship Management". Through this system, it is possible to automate the pre-customer process of drugs, in particular, increase sales, optimize marketing, as well as improve the customer service process, maintain information about existing contacts and relationships, organize existing business processes and improve them, analyze performance results [3].

At present, it is difficult to find a large foreign company that does not use the CRM system, as it has become clear that the effectiveness of interaction with customers is the main source of profit. After the introduction of such a system in the enterprise, its scope and benefits will increase significantly. This is mainly due to the following factors:

- reducing the cost of creating a customer base;
- growth of the average check;
- reduction of average decision-making time by the customer.

This can be explained by the process of collecting some information about the customer and analyzing them through the system and what set of actions should be taken to save the customer in the future. It is a useful and efficient system for both the management and the sales department.

A CRM system is based on a market concept that defines how needs for goods and services are produced and sold. In other words, how a business is organized depends on the needs of the customers. In addition to being the main consumers of goods and services, it also means coordinating the activities of customers, partners, suppliers, shareholders and even employees. The success of a business in the long run depends on meeting the needs of all customers.

In addition to the above, the CRM system allows you to collect and analyze the following customer data:

- the service can meet the needs of customers;
- how customer needs are changing;
- income generated by one customer;
- how the client reacts to the business proposal.

In addition, the CRM system allows you to track and analyze existing relationships with the customer. Attracting a new customer is a more complex and costly approach to an organization than retaining an existing customer and meeting his or her needs. Therefore, the company will need to ensure that its customers are satisfied with the services they provide, while fully meeting their needs.

“Shayana Farm”, one of the objects of our research, introduced the Quadrasoft CRM system in 2018 to manage the marketing department of the company. Over the past period, through this system, the company has increased not only sales, but also product range and scope of work

Conclusions

The results of the study show that the introduction of the CRM system in the management of the pharmaceutical enterprise will help to increase the efficiency of the production and sales system, increase the competitiveness of the enterprise and develop customer relations.

It should not be assumed that the introduction of the CRM system is necessary only by large pharmaceutical companies, the use of the main functions of the CRM system is also very suitable for relatively small pharmaceutical companies.

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