

Integrated Implementation of IT and Social Networks in Business

Olena SUSHCHENKO, Martin ALEKSANDROV

*Simon Kuznets Kharkiv National University of Economics,
Kharkiv, Ukraine*

D. A. Tsenov Academy of Economics, Svishtov, Bulgaria

Introduction

- The rapid development of ICT and the digitalization of the economy have led to significant transformations of business processes at enterprises. Such trends in the IT development justify the new business solutions elaboration and their implementation into the business entities activity and their subsequent mutual integration.

Problem Formulation

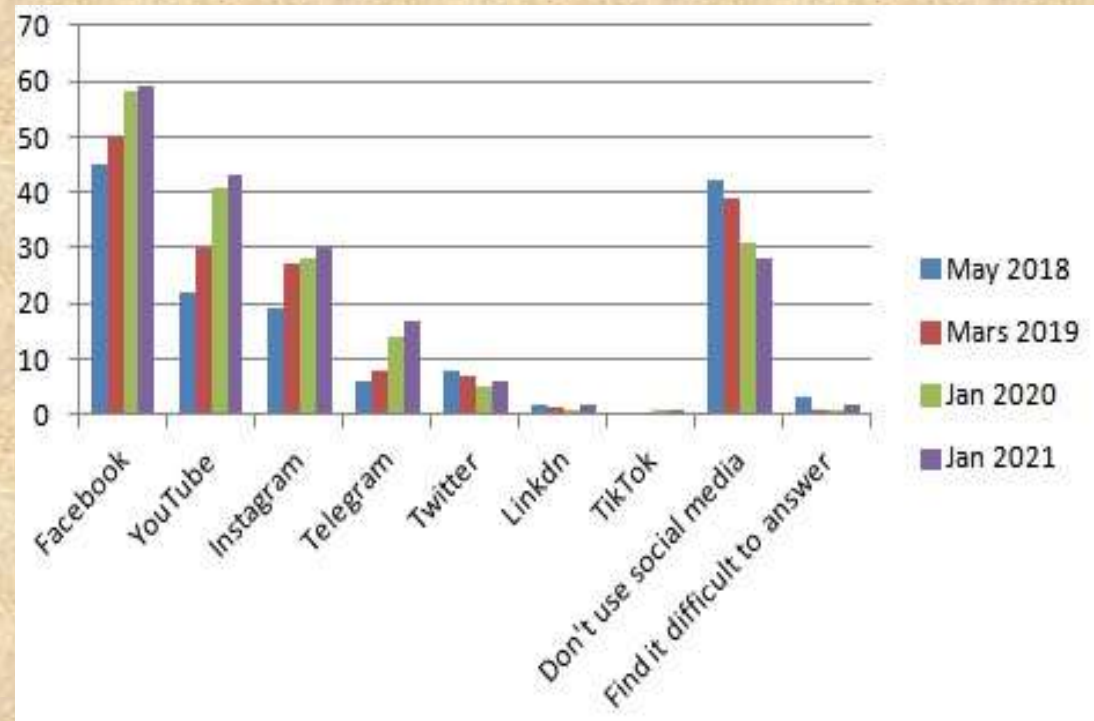
- The evolution of IT stimulated the development of new technological business solutions that allow improving the main business processes at enterprises, in particular, the implementation of CRM systems.
- The main question is what roles SocialCRM plays in the success and development of business-entities.

Results

- Most CRM software products are offered on a SaaS (software as a service) model, i.e. via cloud platforms, and only a few are offered as stand-alone solutions.
- One of the CRM systems development directions to strengthen the personal approach to customers is their integration with social networks, that is, with the help of SCRM.

Results

- Social CRM let to establish a closer relationship with customers.
- The main percentage of potential customers is in social networks.



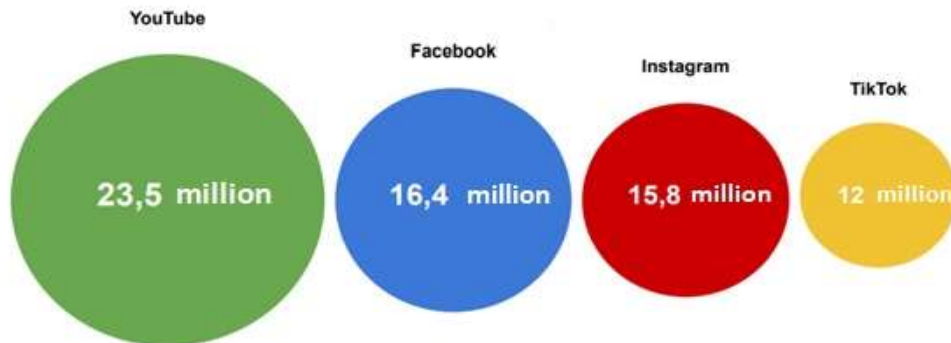
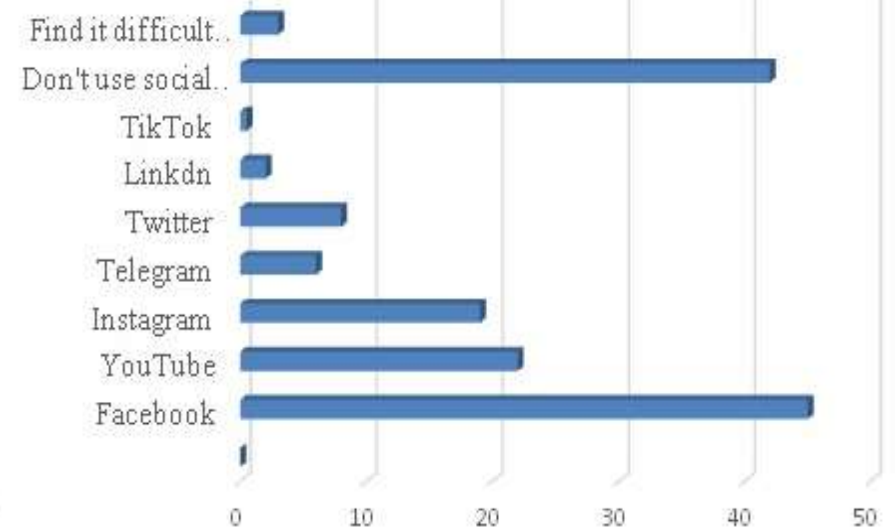
Social networks used by Ukrainians

Results

The segment of users 25-44 y.o. and older uses the video hosting site YouTube.

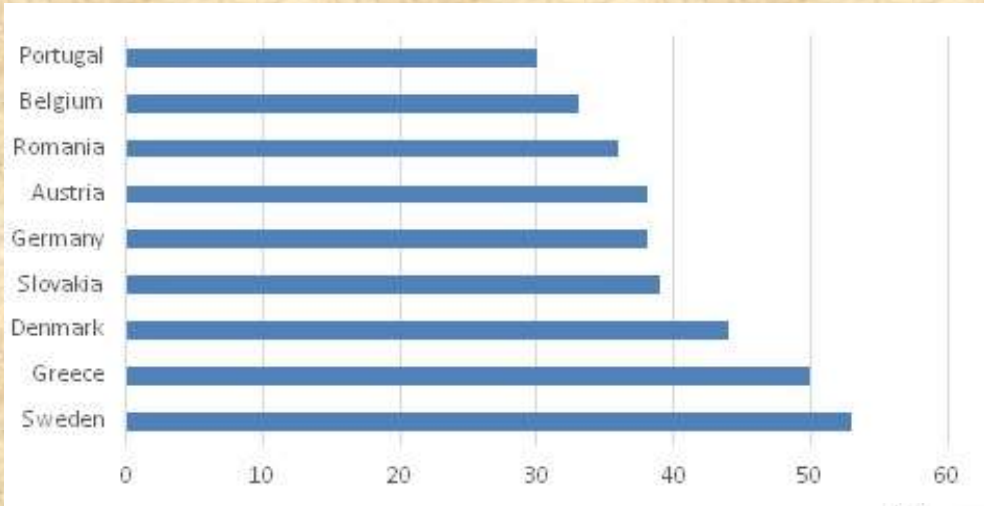
The platform has 23.5 million users from Ukraine.

Messengers used by Ukrainians

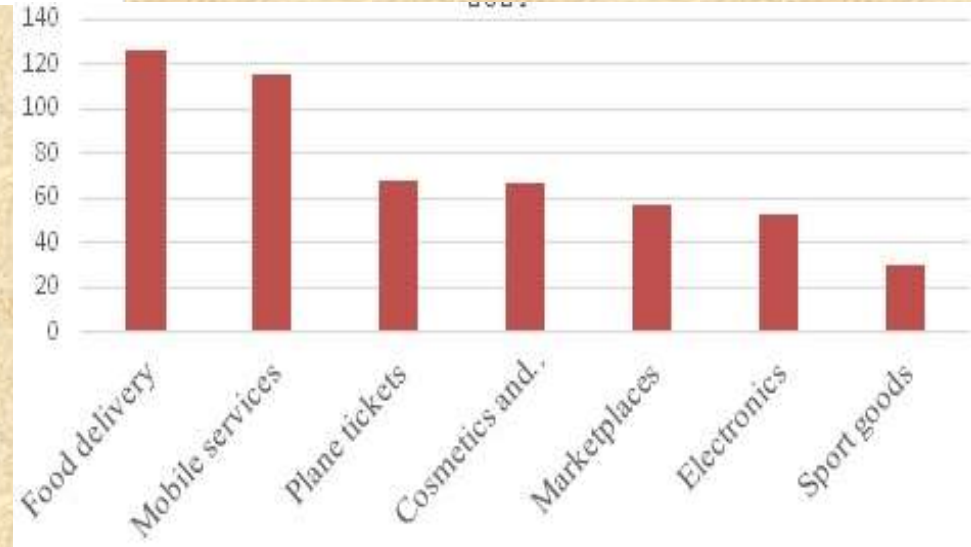


Ukrainian social media audience 18+

Results



Europe's top countries by average order check from social networks in 2022



Top industries with the highest growth of sales in social networks in 2022

Results

- One of the ways of creating a complex business ecosystem is the use of chatbots in social networks, with which the CRM system used at the enterprise is integrated.
- Creating according to chatbots also a telegram channel, YouTube channel, company's landing pages and their integration with the company's SCRM let to increase the productivity and the effectiveness of business.

Conclusions

- In general, the IT implementation into business activities, their integration with social networks, allows the enterprise to obtain the following advantages:
- systematization of the customers database;
- increasing the efficiency of quality control and the speed of task performance by employees;
- consolidation of statistics of work with incoming leads, sales funnel and general conversion;
- creating a complex business ecosystem of the enterprise.

Thank you for attention !

Дякую за увагу !