

# Modern marketing tools in the condition of globalization

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# Introduction

CRM is one of the most popular tools of modern marketing in today's globalized world. It is a purposefully set up management with customers, which synchronizes several internal company processes. Its justification is indisputable, as it is generally the case that companies that do not engage in customer relationship management are soon overshadowed by competition and fall into extinction.

With the help of CRM, the company can manage not only the sale of products to customers, but also subsequent service. Sales staff, call centre staff, service department staff and many others can thus use the CRM system. The subject of research in the paper is the use of CRM in Internet commerce.

# Methods, Findings, Value added

During the elaboration of the paper, the methods of compilation of analysis, synthesis and description were used on the basis of the search of the relevant literature.

The paper contains findings on two levels. From the theoretical point of view, it provides an overview of the essence, development, individual elements, customer relationship strategy, as well as the technological architecture and possibilities of CRM implementation. From the practical point of view, it is about the design of a functional CRM system in a specific company and the introduction of selected CRM tools in the company's online store, while the CRM application in specific business conditions represents added value.

# Introduction

The topic of globalization and its effects on the lives of individuals or society is still relevant. It affects a person's life in the field of work as well as in private, and the effects are not only positive but also negative.

In the business environment, the fact is that due to the influence of international trade, with increasing competitive power, the expansion of technology and innovation, as well as the application of scientific and technological progress in production and overall globalization, every entrepreneur, resp. the company make every effort to gain customers.

Every company must realize that gaining a customer is not enough, it is necessary to develop a level of customer relationship management.

# Introduction

A company that can satisfy the needs of customers to their satisfaction can build a stable relationship with customers and also gain customer loyalty.

Successful organizations are characterized by how they adapt their organizational procedures in response to the external environment.

# CRM in internet commerce

The application of CRM system tools is a very extensive issue, so we focused on technologies using various modules.

On a model example of Alfa Company, p. r. about. we currently assume two functional online stores that use the PrestaShop system for their operation, supplemented by various modules.

The PrestaShop system is freely available free of charge, but the company had to acquire and purchase a number of modules for the system to work as expected by management.

We evaluate individual technologies from the point of view of their further possible improvement

# **CRM system of a model company from the point of view of basic CRM modules**

When evaluating technologies, it can be stated that suppliers are neglected in this context. There is a certain systemic problem in terms of effective cooperation with them. It consists in changes in the availability of product quantities at suppliers.

The solution to the problem could be a tool that could systematically link the company's database with the supplier's inventory database.

In relation to the automation of service activities and customer support, it is necessary to mention that the company has an optimized customer and service center in various ways, especially with the help of the PrestaShop system. All activities, as well as activities performed after the sale, are thoroughly recorded in the company's system. This reduces the error rate in performing these activities.

# **CRM system of a model company from the point of view of basic CRM modules**

The second layer is formed by the application part formed by three other parts. In the first communication part, the company does not have the opportunity to have personal contact with customers. This problem can be solved by the company's business plan to facilitate the company's decision to set up in the future.

Personal contact with customers in the company's stone business could be a powerful CRM tool. In the operational part of the second layer, it is also necessary to focus on eliminating a significant shortcoming - almost zero paid form of advertising. The company thus loses the possibility of a greater number of establishing relationships.



# Conclusion

Creating long-term relationships with customers brings profit in the form of loyal, loyal and satisfied customers. Such customers are a rare asset and a guarantee of stability for the company and its operations. Success occurs when a customer feels a relationship not only with a particular product, with an entire company or brand.

If the customer is satisfied, he becomes faithful. He shows his satisfaction by recommending products to his close surroundings, family, friends. A big bonus for a company is obtaining information, which it often provides on its own initiative, but also a much lower sensitivity to price changes or competitive advertising.

It therefore makes sense to invest in systems that provide customer care. However, it is also important to use them as effectively as possible. Managers must therefore be constantly educated, as developing new ones or updating originals is a never-ending process.