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Thus, having prognosticated, we obtained the trend equation ( $y = 35.37x$ ), where  $x$  is counting number of the year in general dynamics. In 2015 agricultural holding's export will make 212,22 million US dollars, in 2016–247,59 million US dollars, in 2017–282,96 million US dollars.

### 5. Discussion and conclusions

As the research has shown economic diplomacy takes significant place in foreign-economic relations of state and enterprise. It facilitates more precise conclusion of treaties,

explanation of requirements and terms of every diplomatic party. There are organizational, legal, economical and informational tools of economic diplomacy. Efficient use of these tools by enterprise will increase export/import of goods, works and services, increase direct foreign investments, help to sign international cooperation agreements which provide the opportunity to increase revenues, widen client base, prove company's image, expand market channels and to strengthen its competitiveness.

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## Customer-centric business management system (CRM — system)

**Abstract:** Nowadays, CRM — system is one of the most effective models of business development. This article discusses the function's of CRM-system, the economic effect of the introduction of a CRM system, the typical business risks of CRM-systems.

**Keywords:** CRM — system, management, marketing, Web, Call center.



In modern business need for automation of various processes have become commonplace. It becomes difficult to imagine a warehouse or accounting without the use of specialized software, sales reps use special applications for registration and sending the order to the office right from your tablet or mobile phone, a sufficiently large part of the orders coming from the site in the form of ready to process documents. But it is the relationship with customers, at least in the middle and small businesses, for some reason, very often carried out without the introduction of automation and enough attention to the account. Most developing countries in recent years, the direction of a modern market partnership is the use of management systems, customer relationship. It is noted that customer relationship management is a system of building relationships with clients for these relationship management tools, increasing the customer base, as well as a new approach to doing business with an absolute focus on the customer.

In recent years the principles of personalization and caring about the user are embodied in the concept of CRM—Customer Relationship Management (Customer relationship management), CRM-system (or CRM strategy).

CRM strategies involve identifying the most promising groups of clients and developing business processes and programmes aimed at enhancing their loyalty. In fact, this is a more detailed segmentation, but focused not so much on product development, as is the custom in classical marketing, how to build more efficient processes of interactions with target customers [1].

E-CRM (Customer Relationship Management) is an electronic customer relationship management (CRM) system, which is often interpreted as a set of electronic applications that allow you to collect information on a regular basis on each individual and corporate client, handle it, to analyze and make decisions or simply present the data in a convenient form. Electronic applications are what CRM system just won't work [2].

Currently, CRM is the most relevant, customer-centric approach to business. This business model is effective for most companies that set themselves strategic objectives such as reducing the outflow of existing customers, acquire new, increased profits through diversification and offers innovative products that meet consumer expectations. The main task is the continuous improvement of its work so as to not just meet and anticipate the wishes of clients, thus continuously increasing the value of corporate brand.

The introduction of CRM-system will help:

1. Get the total for the company standardized database of contacts (customers, partners).
2. Effectively monitor the quality of the work of the sales department at any time.
3. Get the stats and analytics efficiency leads (incoming calls, queries).
4. Plan for improving the quality of work and develop business development strategy.

**Functions of CRM systems.** Although CRM systems have existed for quite a long time, the question of functional components of these systems is still open. Even more so, the very definition of CRM evolves and changes over time. But many experts agree that over the next years CRM will consist of 11 components described in the article below. This means that at the initial stage of average CRM system usually consists of one or more components, and over time will add components from this list or emerging.

Coverage of the sales process -in functionality of this module: managing contacts (contact management)-all kinds of contacts and contact history working with clients (account management), including all activities associated with the client; enter orders from customers; create commercial offerings.

Sales Management Functionality — the functionality of this module: analysis of “pipe sales” (pipeline analysis)-forecasting, sales cycle analysis, regional analysis, scheduled and random statements. Manage consistent processes across all channels.

For sales call (telemarketing/telesales) — detail: the creation and distribution of a list of potential customers, automatic phone dialing, logging calls, receiving orders.

Time management (time management) — including: calendar/planning as an individual and for groups (in most cases today it is Microsoft Outlook) email.

Functional support and customer service (support and service requests) -detail: the registration of the addresses, forwarding addresses, traffic from the client applications internally, reporting, problem solving, information on orders, warranty/maintenance contract management.

Functionality marketing (marketing) -detail: management of marketing campaigns, manage potential transactions (opportunities management), marketing encyclopedia (full information about products and services company) is integrated with the Internet, product configurator, segmentation of the customer base, create and manage a list of potential customers.

Functionality for top management — including advanced and easy-to-use reporting. Functional integration with ERP systems (financial systems) — including: integration with back-office, external data. This functionality is necessary to ensure the possibility of transferring or syncing data between multiple systems used in the company. Data synchronization functionality — including: synchronizing with mobile users and multiple portable devices, synchronization internally with other databases and application servers. E-commerce Functionality — Managing transactions via the Internet, including B2B and B2C applications. Functionality for mobile sales — including: generating and working with orders, communication sales representatives outside the Office in real-time via mobile devices.

**Customer contact tools.** Customer contact tools include website, Call and contact centers [3]:

1. Call Center-call center or requests (requests) from clients telephone channels.

2. Contact center — client requests processing Center received by telephone and via the Internet (unlike Call-Center), allowing you to interact with your customers not only by telephone, but also on e-mail and via the Web (sometimes Call Center and contact center used as synonyms).

3. The core of the electronic system client service is an online knowledge base used for client self-service. Call-and contact center companies can operate in both remote office and outsourcing, and as a separate unit within the company.

Virtual Office allows you to get unique information to generate customer service strategies, such as:

- customer service criteria (time, the nature of the nuisance experienced by the client upon receipt of services, etc.);
- indicators satisfaction of customer base (interviews, questionnaires);
- loyalty and commitment to the client base;
- the percentage of businesses by “new” customers, etc.

Technological support of corporate space are currently implemented through the use of Web and client-server technologies.

Economic effects of implementing CRM

**The increase in sales of goods and services.** The expected economic effect of the introduction of CRM-system will be between 5–15% of the cash turnover.

The growth of customer loyalty. Since the quality of care and the percentage of retention of old customers are connected directly, the highest quality customer service makes it possible to increase the income of the company. Increase in percentage of customer retention by 5 percent due to the introduction of CRM-system increases the company’s profit by 20–50%. Increase customer loyalty due to the increase in quality of service — is primarily a long-term value, improves the image of the company and that allows to raise the prices for its products and services, *ceteris paribus*. And this factor is the main reason for the increase in sales.

**Lack of receivables.** In many cases, to blame only the managers of the company, forget the time an invoice or remind the client about the approaching maturity. Therefore, the introduction of CRM-system with a functional accounting settlements with the control of bill payment deadlines can dramatically reduce the number of such cases by 50–90%.

**Increase productivity and staff efficiency.** The introduction of CRM-system allows for 15–30% release staff from routine work. It’s time can be spent on the solution of direct responsibility for sales and customer service. If these activities are to be effective for at least 40%–50%, the winning company will be 8–12 hours working time management — it is a direct increase in sales and a direct increase service efficiency.

**Reduction of terms of placement of new employees.** Due to CRM-system, automation of typical scenarios of communication with customers and establish a standard document routes, the introduction of new employees into the work takes place on 30–50% faster.

**Reducing turnover impact on production figures.** The main value of the sales manager of the customer base,

which he conducts himself. With this list, he often goes to a competitor. But, if all the contacts are in the database reliably protected against unauthorized removal of the information, the likelihood of such care is much less. Customer information remains in the database and it can take advantage of a new employee.

#### **Improving the efficiency of marketing campaigns.**

Built-in CRM-system evaluation of the effectiveness of marketing campaigns feature allows you to choose the best option further impact on the market:

- inability to make/customer information changes,
- unavailability of (parts of) the data about the client,
- loss of (part of) the data about the client,
- malicious or unauthorized use of customer data,
- contradictory data about the customer,
- Specific business risks of CRM-systems definition wrong client or client-class,
- inability to contact the client side,
- invalid contact quality (eg. Anticipation)
- issuing misleading information to the client,
- inability to perform customer self-service functions.

Thus, the overall economic effects of implementing CRM can be divided into three categories:

- the direct economic effects — effects of direct actions that affect the profitability of the company;
- indirect economic effects — effects that are difficult for other corporate straight calculation and important first and foremost to the shareholders of the company;
- risk reduction effects — effects prevent the impact of negative factors on the development of the company.

In Kazakhstan, an example of a company providing services for programmatically for customer relationship management (CRM), is TOO «Asia-soft”

Using the most advanced technology and modern software, as well as flexible project management methodology, based on best international practices and experience Asia-soft offers its customers the following services in the field of information technologies [4]:

- business consulting;
- technical consulting;
- introduction of ready-made solutions;
- development and introduction of information systems «turnkey»;
- accompaniment;
- technical support;
- training;
- supply of software and equipment.

CRM systems are developed in accordance with the needs of the business. Modern systems is no longer just a client-server application for keeping contacts and customer orders. Gradually among the functions of CRM systems started to appear, “related”, such as project management, there is a tight integration with ERP, e-commerce systems. Added interactive features: chats, instant messages, integration with popular services (GoogleMap, Wikipedia), social

networking, blog, Web 2.0. CRM systems work to mobile devices from anywhere in the world. All these changes are dictated primarily by the fact that business does not stand still: growing competition, globalization continues. In some cases, the technology push functionality in CRM, CRM

encourages technology. But the biggest change in CRM is linked to a large variety of methods and approaches in technology—both in price and functionality. There are CRM systems to suit all tastes, and it says the maturity of CRM in the current moment.

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## Foreign experience of human resource management and a possibility of its implementation in the socio-economic conditions of Kazakhstan

**Abstract:** This article presents a detailed view of the foreign experience of human resource management. There is an international review, including such countries as the USA, Japan, Sweden, Finland, Germany, England, France etc. Types and peculiarities of human resource management as well as a possibility of their implementation in the socio-economic conditions of Kazakhstan are identified and analyzed.

**Keywords:** staff, staff management, human resources, motivation, productivity.

A remarkable experience of human resource management is accumulated abroad. The USA corporations, advanced firms in Japan, Sweden, Germany, England, France and some other countries have achieved the most notable success in this sphere. The theory of motivation there started being materialized through the establishment of a certain combination of organizational and economic methods of staff management, wherein the economic methods were prioritized and used step-by-step.

Modern form of incentive is the following: participation in the profit, participation in the entrepreneurship (management) and participation in the ownership. Participation in the profit is a way of distribution of its additional growth between the employees and the company gained at the expense of the employees' efforts. Herewith, the staff may get up to 75% of the respective amount in the form of bonuses and other payments. In Japanese commercial firms, every employee receives up to 50% of the size of a basic salary as a bonus. The distribution of additional profit can be performed as follows: one-time payment of its part in cash at the end of the year (up to 5–6 monthly salaries); transformation bonus («golden handcuffs») paid after 2–5 years from the commencement of production considering its commercial success and pres-

ervation of earlier cost efficiency. The size of such bonus can be from 5 to 100% of annual salary; bonus for economizing; bonuses — one-time payments (1–2 times a year) related to the length of service in the organization and level of income, which make people interested in applying all efforts to obtain profit. Sometimes, bonuses are paid in bonds. [1, 83–88].

The Finnish and Swedish system of stimulation of labor is based on the formation of a high (compared with other countries) life standard, ensuring of employment of the population and a big number of social benefits (formation of the society of total well-being, the idea of which lies in the provision of state services of good quality to the citizens in the most important spheres (organization of labor relations, education, healthcare, social benefits etc.)). Apart from material stimulation, many western firms practice the system of a bank of leave presupposing that leaves can be taken in advance, changed into additional benefits, «bought out» in the account of future leaves [2, 58–59].

The model «labor market» is typical for American firms with aggressive strategy, which is characterized by: minimal training and enhancement of qualification of the employees; ignoring their social needs and domination of purely economic orientation (the main incentive — a money reward

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