

# THE IMPORTANCE OF COMPATIBILITY OF CUSTOMER RELATIONSHIP MANAGEMENT, E-MARKETING, AND E-COMMERCE INFORMATION SYSTEMS TO IMPROVE BUSINESS EFFICIENCY

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**Abstract:** *In the conditions of dynamic global market competition, some elements of business activities, such as sales, marketing, creation of leads and loyal customers, represent some of the most important elements of a successful, efficient and sustainable business, perhaps even more important than the production of a modern and quality product. That is why sustainable competitiveness is increasingly sought today through the elements of continuous implementation of innovative content and adequate technical-technological solutions in the implementation of ICT and information systems, as well as through the optimization of production/business processes, based on the same foundations. Research shows that mutual relations, i.e. knowing the needs, habits and wishes of clients, as well as satisfaction with good business cooperation and increasing loyalty, on the one hand, and adapting the product or production itself to such requirements, on the other hand, represent quality more and an unavoidable factor of efficient and sustainable business. In the era of digitalization of business activities, all necessary elements of relations with clients are represented through modules (operational, analytical and organizational) of the Customer Relationship Management-CRM information system, which today also includes parts of e-marketing, e-commerce and customer support. All researches in this regard point to the fact that all elements of the implemented CRM business information system are in some correlation relationships, but that they function successfully only if these systems are necessarily coherent and compatible. The paper analyzes and points to correlational relationships, as well as elements of necessary coherence and cause-and-effect complementarity and compatibility of CRM information systems with information systems of e-marketing, e-commerce, and techniques and tools of ICT support for users, with the aim of more efficient business and generation sustainable competitiveness.*

**Keywords:** Customer Relationship Management CRM, e-marketing, e-commerce, information systems, fashion industry.

## ZNAČAJ KOMPATIBILNOSTI UPRAVLJANJA ODNOSIMA SA KUPCIMA, E-MARKETINGA I E-TRGOVINE INFORMACIONIH SISTEMA U CILJU POBOLJŠANJA POSLOVNE EFIKASNOSTI

**Rezime:** *U uslovima dinamične globalne tržišne konkurencije, neki elementi poslovnih aktivnosti, kao što su prodaja, marketing, stvaranje lidova i lojalnih kupaca, predstavljaju neke od najvažnijih elemenata uspešnog, efika-*

*snog i održivog poslovanja, možda važnije čak i od same proizvodnje modernog i kvalitetnog proizvoda. Zato se održiva konkurentnost danas sve više traži kroz elemente kontinuiranih implementacija inovativnih sadržaja i adekvatnih tehničko-tehnoloških rešenja u delu implementacije IKT i informacionih sistema, kao i kroz optimizaciju proizvodnih / poslovnih procesa, zasnovanu na istim osnovama. Istraživanja ukazuju da međusobni odnosi, odnosno poznavanje potreba, navika i želja klijenata, kao i zadovoljstvo dobrom poslovnom saradnjom i povećanje lojalnosti, sa jedne, i prilagođavanje proizvoda ili same proizvodnje takvim zahtevima, sa druge strane, predstavljaju kvalitet više i nezaobilazan faktor efikasnog i održivog poslovanja. U eri digitalizacije poslovanih aktivnosti, svi neophodni elementi odnosa sa klijentima su zastupljeni kroz module (operativni, analitički i organizacioni) Customer Relationship Management-CRM informacionog sistema, koji danas obuhvata i delove e-marketinga, e-trgovine i podrške korisnicima. Sva istraživanja u tom pogledu ukazuju na činjenicu da su svi elementi implementiranog CRM poslovnog informacionog sistema u nekim korelacionim odnosima, ali da uspešno funkcionišu samo ukoliko su ti sistemi neophodno koherentni i kompatibilni. Rad analizira i ukazuje na korelacione odnose, kao i elemente neophodne koherentnosti i uzročno-posledične komplementarnosti i kompatibilnosti CRM informacionih sistema sa informacionim sistemima e-marketinga, e-trgovine, i tehnikama i alatima IKT podrške korisnicima, a u cilju efikasnijeg poslovanja i generisanja održive konkurentnosti.*

**Ključne reči:** upravljanje odnosima sa kupcima, e-marketing, e-trgovina, informacioni sistemi, modna industrija.

## 1. INTRODUCTION

Throughout history, man has strived to make his life easier, trying to reduce the work he does to the smallest possible extent and burden. With the development of human thought, he has devised increasingly complex tools and machines with energy and power that far exceed human capabilities. The tendency to design and generate machines that could replace humans has become more of a priority today than ever, so new machines are more and more completely replacing humans in many monotonous, difficult or dangerous jobs, with the tendency to increasingly rely on the so-called artificial intelligence. Thus, the process of industrialization accelerated the development of new, more efficient and perfect machines that are used in all branches of industry, from various specialized machines, through various automata and aggregates, to universal machines and robots. It can be said that a modern and profitable industry today is unthinkable without the timely and rapid implementation of quality and efficient resources and complementary and adequate strategies of work and development, with a firm reliance on information technology [1]. That is why today the stimulation of research and development processes of companies must be accepted, with a focus on four areas of action: from product innovations and technological processes, to innovations in the organization of the production system or marketing, with a special emphasis on efficient optimization and practical implementation of coherent and compatible technical and technological innovations and information systems. This means that pro-

duction entrepreneurship today must combine production and the scientific and research sector, state administration and education, in order to ensure the acquisition of new knowledge and skills, along with the generation and production-economic valorization of innovations and the diffusion and implementation of new technologies (based on ICT, i.e. IS), and companies that aspire to leadership positions in the market, must function flexibly and proactively within the framework of the new dynamic environment, i.e. they must respond promptly and adequately to changes, generating high quality and cheap products. Information systems implemented in such companies would have to enable sustainable competitiveness in all production/business activities, which indicates the necessity of integrating human and technical resources and continuous development of innovative processes and quality, attractive and cheap products, with the prediction of flexibility, adaptability and compatibility of those production /business information systems, for the purpose of readiness and ability to quickly react to changing market demands.

In times when a millionth part of a value brings an advantage in quality or economic valorization, when crucial nuances in making decisions about the expediency and justification of changes or implementation, proper and efficient automation and optimization of production and business processes, increasingly occupies a special place, and represents a new stage of industrial development [1]. Since competitiveness in the global market today primarily means increased investment in research into new technologies, prod-

ucts and markets, of course with optimization and rationalization of costs, companies must continuously strengthen their competitive capabilities, with accelerated work and constant cost reduction, i.e. increasing productivity and business efficiency, which requires the existence of efficient and adequate information (production or business) systems [2, 3]. The state of the global market today is such that the focus of interest is on business information systems, which integrate human and technical resources and continuously develop innovative business processes, but which must be flexible and capable of quick reaction to changing market demands, all with the aim of achieving a sustainable competitiveness in all business activities. On the other hand, it should be pointed out that information chains very often lack a feedback loop in terms of information from the production process, and especially information from the end users - consumers, who should essentially determine and direct the needs and interests for certain products (which is important for everything, especially for the clothing industry), which of course requires the undertaking of a whole series of planning and control activities, with adequate systems of communication with the environment, but it also implies the existence of efficient and adequate management and organizational information systems [2, 4].

It is also obvious that the improvement of information technologies has drastically increased the amount of data and information, and therefore the knowledge available to people, which requires and causes that the efficient performance of almost all types of work in any field of activity must be accompanied by the exploitation of that data and information [5], and it can be said that it is almost unthinkable without integrated databases and the implementation and exploitation of ICT and information systems [2, 4]. Thus, depending on the already defined business policies, each company determines its organizational structure, according to which it projects and generates its business information system, composed of different and specific, interactive and computer-based information systems, which use sophisticated data collection and analysis models, specialized databases, as well as decision models [5, 6]. Examples of all of the above are, for example, modern ERP - Enterprise Resource Planning System systems, which under one interface and through various applications, perform the integration of a number of specialized information systems using a common database, or the integration of structured systems according to functional areas and processes (eg: Supply Chain Management, Customer Relationship Management, Service

Management, logistics, marketing, etc.), but also SCM information systems or CRM information systems, which today also include marketing, sales and tools for ICT support [3, 6].



Figure 1: ERP system elements [7]

## 2. CUSTOMER RELATIONSHIP MANAGEMENT

Today, in times of total globalization, market-oriented economy and mass exploitation of ICT technologies and information systems, on the one hand, and specific desires, new ways of communication and ways of trading on the other hand, the production of quality and cheap products is no longer the basis of efficient business, but they are quantitative and qualitative implementation of ICT technologies and systems, and more and more components of implemented business and service information systems. Of course, in this context, it should be especially mentioned, as one of the most important components or a characteristic of the possible existence of modern customer relationship management systems today, the exploitation of the Internet, with all existing techniques and communication technologies (e-Mail, web, etc.), because the core generating good relations with customers is primarily good, efficient and timely communication. On the other hand, the very development of the so-called In recent years, the ERP system has been moving in the direction of obtaining solutions based on the Internet and indicated the importance of accessing system resources from any place and at

any time, so that's how it came to be the generation of specialized information systems, such as e-commerce systems, customer relationship management, supply chain management, advanced planning and scheduling - production optimization, etc. [4, 5].

Of course, as the Internet has become one of the most important channels for communication between producers, suppliers, consumers and sales partners in all industrial branches, it should be noted that e-commerce has increasingly become a central element of modern business, which along with e-marketing and technical and customer support, precisely represents one of the most important components of modern business - customer relationship management. The reason for this is, among other things, the business philosophy of greater profitability in retaining existing clients than in seeking new ones, which is consistent with the so-called Pareto rule in sales and marketing, and is supported by the fact that around 80% of companies' revenue is generated thanks to so-called "old" customers, with whom one can communicate via the Internet regarding, for example, the design of new products, marketing strategy or content innovation [8]. Thus, today, one of the elements of modern business or one of the business information systems, such as *Customer Relationship Management*, increasingly occupies a special place and gains importance in modern and efficient business, because companies are increasingly paying attention to the importance adequate and proper maintenance of relations with customers, on sound foundations and with long-term principles [9, 10]. Otherwise, acquiring customers involves effective positioning on search engines, contacting customers, and offering products and services in a way that reduces the attractiveness of other providers, which is only a prerequisite because only then do customer retention and loyalty take precedence and become the main drivers of achieving long-term profitability. It can be said that *Customer Relationship*

*Management* represents a continuous business process at all organizational levels, of systematic collection, analysis and use of information about customers, so it can also be defined as strategy of business and communication with customers, with the aim of collecting information about them, which would otherwise be used to increase customer satisfaction and loyalty on the one hand, and a better, longer, more stable and more profitable relationship on the other [2, 11, 12]. It is obvious that the main goal of the existence of CRM is the integration of the basic functionalities of the CRM system, divided into several units - sectors: sales (through recognition and qualification of leads, sales opportunities, etc.), marketing (through marketing campaigns, generation of leads, creation databases, etc.), customer support (through request management, customer support, customer training, development, etc.) and after-sales activities (through deliveries, logistics, billing, reports, etc.), with the customer relations sector [6, 9, 13].

Of course, it is known that the goals of any strategy, including the CRM strategy, would be effective, they must be measurable and standardized according to CRM standards, with an emphasis on personalization and meeting the needs of clients, which are ways of obtaining satisfied and loyal customers.

In this context, it should be immediately emphasized that in the web environment, it is necessary to distinguish between two concepts that characterize CRM information systems - the concepts of customization and personalization, because while in personalization, the web application recognizes the user and adjusts the content, customization allows the user to separate the important from the unimportant and select the content that interests them, noting that the implementation of personalization is implied in modern CRM applications, as well as in other areas of e-business.



Figure 2: Integrated CRM system [14]



Another essential element for the proper and efficient exploitation of a customer relationship management system is the existence of a clearly defined performance measurement system or so-called metrics system, which increases the chances of a company's success if it is designed and used in the right way, while the absence of appropriate customer relationship management system indicators can contribute to creating a negative impact on mutual communication and customer satisfaction [15]. Of course, it should be noted that unlike a customer relationship management system, which is viewed as a single entity, a metrics system must have a global character and must meet criteria according to which process-based metrics are defined at all levels, aligned with the company's strategy and covering all relevant processes.

Otherwise, the comprehensiveness and diversification of CRM information systems are indicated by data a wide area of work and activity, so it is for example the so-called operational CRM in charge of daily communication with clients (collects, stores, processes, analyzes, interprets and reports on client data), and the task of ensuring the automation of horizontal processes, including sales, marketing and client support information systems [9, 13, 15]. On the other hand, if there is a large amount of data from heterogeneous sources, the most complex segment of CRM information systems is used - the so-called analytical CRM, which, based on a detailed analysis of the collected data, creates a picture of the client and their needs and desires, and is based on the concepts of business intelligence and data warehousing, i.e. it functions according to the data storage system. It is obvious that this segment of CRM does not need to be in direct contact with clients, because it processes the range of data obtained from operational and collaborative CRM, and based on that it generates decisions and strategies (especially in the part of planning marketing activities). The third segment - the area of activity is the so-called organizational or collaborative CRM, with the role of establishing contacts and interaction with clients, through the interactive use of traditional (direct contact, telephone, fax) and modern media or technologies (e-mail, web, applications, SMS, etc.), all with the aim of raising the level of quality of communication with clients [13, 15].

What needs to be emphasized in CRM information systems is that acquiring customers basically takes place through the classic *AIDA mechanism*, which is based on taking a potential customer through the stages of *Attention, Interest, Desire* and *Action*, and implies that it is necessary, first to attract attention of a potential client, followed by the stage of stimulating

interest, which should arouse desire, in order to ultimately result in the final action - the very act of purchase [2, 13].

As each company represents a universe for itself, in terms of the type and scope of work, work and development strategy, quantitative and qualitative structure of employees, scope of implementation and degree of compatibility of information systems, as well as many other performances, so it is not possible to generate a universal CRM, because and the requirements and possibilities of generating effective CRM information systems are very specific and diversified, i.e. necessarily original and adaptable [15]. All of this, in the CRM software solutions market, requires specialized manufacturers with applications for specific business areas, market segments or specific industries - so-called *CRM point solutions*, then for manufacturers of software packages to support business processes that include contacts with consumers - *CRM suites*, as well as manufacturers of CRM modules within ERP solutions - *Enterprise application suites* [16].

Today, some of the most famous solutions in the field of customer relationship management are *Salesforce CRM*, *Microsoft Dynamics CRM* and *SugarCRM*. *Salesforce CRM* is based on the cloud computing concept, with a simple working environment and the ability to adapt to the needs of the client, as well as functionalities such as: creating a closed social network with employees and clients, constant communication with clients on public social networks, etc. *Microsoft Dynamics CRM* integrates information from various sources, storing customer information in a single database, and its functionalities include multilingualism, creating reports in a short period of time, automating business processes, communicating with customers on cloud computing, and integration with Microsoft Azure. The *SugarCRM* web application is built on open standards and the open source LAMP (Linux, Apache, MySQL, PHP) platform, and supports working with MySQL, SQLServer and Oracle databases, enabling the creation and maintenance of a customer profile, from first contact to sales execution and post-sales activities.

In the overall theorizing and consideration of the most important characteristics of marketing and especially public relations management, one cannot ignore the data on the segments of new elements of these business processes and their information systems in the areas of lead generation, training and providing support to clients, sales and after-sales activities, as well as elements of management of the so-called key customers. Management of key customers - *Key Account Management* is one of the instruments

of marketing management, which should be considered as part of marketing relations, with a note that the concept of the so-called relational marketing or relationship marketing, based on establishing, building and maintaining mutual, good and long-term correlational relationships with key clients. It can be said that the relational aspect is the most important component of managing key customers, and therefore KAM can be seen as a concept of introducing the principle of marketing relations into the policy towards customers, in order to ensure greater interaction and their integration in value creation based on the increased individualization of business processes [9, 16]. So, key customer management represents a new approach in order to build a portfolio of loyal key customers, which indicates a direct orientation to consumers and marketing because, even if the overall customer base is important for the company's revenue generation, key customers can decisively influence the levels and structure of revenues, and thus on investments and company costs, long-term profitability and business stability.

### **3. The importance of the compatibility of CRM information systems**

The problems of the efficient functioning of information systems within business/production integrated systems directly indicate problems with the data that were used during their generation or problems of incoherence and incompatibility of such systems or their subsystems, but also a possible bad business assessment (of manufacturers, business partners, marketing, logistics, supplies, etc.). As the global market of the clothing industry - otherwise, and especially in today's times, requires the production of a high-quality, modern and attractive product, but with the lowest costs, in the shortest possible time and maximally adapted to the changing demands of the market [1], conflicting demands and needs for massive and accelerated implementation of business/production information systems with a high degree of automation of all activities, which as a result offers the response of industrial production through the implementation of new technologies, which are based on flexible automation and comprehensive application of ICT and information systems in the processes of design and direct production, and especially through implementation in all other parts-processes of the business system [3, 17]. Viewed from that aspect, it is easy to see the special requirements for the increasing involvement of modern business (supply, logistics, marketing, human resources, etc.) and service (education, health, state administration, payment, etc.)

information systems, which today increasingly create surplus value and difference in relation to the competition, but also the possibility of efficient and sustainable business. Of course, the requirements of a high degree of implementation of information systems or automation of business processes require radical changes (not only in the way of doing business, but also in the way of thinking or understanding the new way of doing business), which imply reengineering and optimization of business processes in all business segments, but also a high degree of coherence and compatibility of information systems that are planned for implementation [3, 4, 17].

The paper lists and analyzes, from the aspect of a business information system for managing public relations, the characteristics and correlation relationships of the most common and necessary business information systems (separate or integrated) for efficient functioning and sustainable work and development, such as e-marketing, e-commerce and customer and technical support. So for example, observing and analyzing common marketing techniques, such as e-mail marketing, viral marketing, affiliate marketing (links and banners on websites), referral marketing, real-time marketing (social networks, blogs, etc.), it can be seen that in some way, as a special type of marketing, has been singled out the one-to-one of marketing technique, known as relationship marketing (primarily due to the emphasis on personalized interaction with clients) [8]. Unlike marketing, which, along with mass advertising and promotional campaigns, has as its primary task the acquisition of consumers, the concept of relationship marketing or relational marketing focuses on retaining consumers, and accordingly, importance is attached to the quality and characteristics of the product, but also to the quality of service and personalization, i.e. with an emphasis on building relationships with customers and achieving loyalty. CRM is often called precision marketing in the literature, but also in practice, which gives a good insight and picture of its goals and purpose and shows that it is quite different from the approach of traditional forms of marketing [6, 8]. The difference can be seen, for example, in the fact that traditional marketing is primarily advertising and is based on the organization of various promotional actions aimed at a large number of potential customers, where as a result it is expected that someone from the target group will probably be a customer, while CRM is based on the selection of a specific person, based on whose needs, wishes and interests, action should be taken, in order to achieve the desired goal with greater certainty. It is obvious that today, due to the large flow and increasing avail-

ability of information, the continuous strengthening of competition, the globalization of the market, but also the growing negotiating position of customers in the sales chain, today one can observe an increasingly common practice of adapting products, and therefore adapting the business of companies to clients [3, 5, 10, 13]. And also an obvious reason for this is the fact that clients - customers are today treated as the most valuable asset that a company has, and who generally no longer represent a homogeneous set of entities for simple revenue generation, but represent completely different and well-informed individuals, with certain - specific expectations and built attitudes about choosing the best product for the minimum of funds and completely confident and aware of their own privileged position, in which a exist large number of manufacturers - sellers - suppliers, which they can change with just one click of the mouse. And precisely because every customer is an individual with a specific way of thinking, a set of needs and expectations, companies must make an effort to enable a quality product and effective cooperation based on the fulfillment of wishes or expectations, as well as concise, precise and efficient the realization, i.e. fast and adequate response at the right time and in the right place (*Quick Response Systems* and *Just In Time Systems*) [1, 3]. Only by ensuring such prerequisites and attitudes of sellers, it is possible to expect a relatively satisfied client from whom loyalty can be expected, and thus minimum expenditure and maximum profit, as the main goals of today's companies. Of course, this is supported by practical data, which show that only a satisfied customer brings profit to the company and vice versa (one average dissatisfied customer will introduce his bad experience to 8-10 other people), as well as that relations with customers directly determine the success of the company (increase profit up to 85%, is possible by increasing customer retention by only 5%), or that the cost of acquiring new customers is five times higher than the cost of retaining existing customers (the probability of selling to a new customer is about 15%, while the probability selling to an existing customer 50%) [8]. Because of all this, companies continuously expand their range of products and services, in order to better meet the needs of as many clients as possible, which is why CRM today is mainly concentrated on predicting user needs and building customer support services, because this increases user satisfaction, and so profits [2, 3, 11, 18]. That's why CRM, as a business and communication strategy, represents a continuous process, that needs to be implemented at all levels of the organization, or a tool whose implementation enables the synthe-

sis of business processes, software components and human resources. Obviously, as the main goal of CRM implementation, the integration of the sales, marketing and support sectors can be targeted, in order to create a new business culture in which the client will be the focus, which should enable the desired positioning of companies in the minds of clients and lead to optimization of offers, cost reduction and greater business efficiency, while through adequate management of relations with clients, to enable building and then maintaining a relationship with them, with the aim of creating a recognizable brand, which would provide an advantage in the competitive market [18].



**Figure 3:** Integration and elements of CRM [14]

In practice, the company's desire to improve business results most often leads to process reengineering and optimization of material and human resources, where one of the solutions to this problem can be the implementation of CRM information systems, which would represent a flexible software solution and a good tool for opportunities better internal organization of sales, support or marketing, but also enabled the position of better business through sales activities, by obtaining a precise insight into sales results, priority customers and costs [6, 10, 18]. Connection and communication, unification of data, as well as compatibility between modules, enables quick search, high-quality processing and analysis of client data, and is a key assumption for the effective exploitation of all CRM modules.

It should be emphasized that there are frequent cases of dissatisfaction of business owners with the effectiveness of implemented CRM information systems, regardless of whether they are cases of implementation of an integrated composition or partial implementation, i.e. implementation of CRM segments (CRM, e-commerce and e-marketing), where the reasons for dissatisfaction can be found primarily in the incompatibility and incoherence of the implemented information systems, as well as the absence of a unified - centralized database, which would enable the

generation of effective marketing work strategies, sales and management of relations with customers, or in the end, strategy of work and development of the company [5, 13, 19]. The specifics of that problem are decentralization and inadequate integration of various data sources, which are reflected in the impossibility of functioning business processes or generating an effective strategy for the work and development of companies or CRM information systems, in cases where, for example, information systems of marketing generate and base on the basis of one, and information systems of sales or relations with clients, on the basis of other data [19]. The information systems obtained in this way are apparently and theoretically valid if they are considered on their own, because they are generated on the basis of valid data, while they are completely unusable in an integrated system or in possible attempts at unified functioning with other information systems of the overall business system, which are generated on the basis of other data [10, 19, 20]. In addition to the necessity of common or centralized databases, business information systems, or specifically elements of CRM information systems, also cannot function as a whole or integrated, if they are generated on different bases of ICT communications, as well as if they are generated on different platforms (and in different programs), which they are mutually incompatible and do not support certain modes of operation [17, 19, 20]. From the above, it can be seen that the problem of generating such information systems largely depends on the qualitative structure of human resources, that is, it requires expert knowledge of the entire business process, so that the generated parts of CRM information systems are adequate and adaptable, but also coherent and compatible [1, 3, 15]. Taken as a whole, it all looks like a set of correct information, with an incorrect conclusion, i.e. a set of valid information systems, which cannot function together, which ultimately points to the fact and possible conclusion that the correlation relations between the processes of the CRM system are implicit, while the coherence and the compatibility of CRM information systems (CRM, e-commerce and e-marketing), necessary elements of the successful and efficient functioning of the customer relationship management and the overall business system of the company [19]. It should also be pointed out that in the clothing industry, unlike other industries, and due to the many specificities of this industry, CRM information systems are much more applicable and efficient in the retail sector than in the wholesale sector, as well as that the data obtained from the retail sector can also be should be used in the generation of

integrated CRM information systems, but also in the generation of flexible production strategies of companies, which in this way adapt their products, as well as the production itself, to clients [6, 10, 12].

Finally, it should be pointed out that a strategy for managing customer relations, or the successful adoption of a CRM system, requires a vision that will include the entire business of the company and joint work in the organizational, operational and analytical areas, at the highest organizational level, whereby the CRM strategy must take taking into account finances, adaptive but adequate and applicable technologies, as well as the overall business and marketing strategy of the company, all with the necessary changes in the organizational structure of the company, but also radical changes in the way of thinking.

#### **4. CONCLUSION**

From the global aspect of business, today the rapid and continuous growth of the implementation of innovative techniques and technologies is evident, but also the growth of user demands in parallel with the growth of the possibilities of such technologies, and the user himself is treated as the most important element of efficient and successful business, which all together requires a necessary change of thinking and awareness about business and the user as such. Accordingly, customer relationship management must be a new business strategy, composed of a series of innovative and efficient methods and techniques implemented within the business system, with the purpose of improving communication and cooperation with customers and promoting products and services, all with the aim of achieving customer satisfaction and loyalty, optimizing business operations and maximizing profitability. The very process of introducing CRM is a long-term process that continues and never ends, because it is not just a quick solution or a tool, but also a special way of thinking, with a concept that is a direct consequence of the development and application of information technologies in a new, digital environment, and the implementation of which should achieve an increase in user satisfaction, increase in sales, more effective marketing activities, reduction of costs and increase in productivity. Efficient CRM software solutions are the basis for the successful implementation of the CRM concept in online business, but these solutions are quite expensive, as they require the generation of a universal database and must be adaptable to the needs of each company, their business logic and the quantitative and qualitative aspects of human resources, i.e. they must be coherent and compatible with other company information systems.



With its implementation, CRM information systems should enable the position of better business through marketing and sales activities, by obtaining a precise insight into sales results, priority customers and costs, but also as a flexible software solution and a good tool for opportunities of optimization or better internal organization of marketing, sales or support.

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