

SUMMARY

Theme: The ways of work of a PR specialist in the sphere of customer relationship management (by example of the "Simpeks" company)

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Key words: customer-oriented approach, company success, the ways and methods of work of the specialist in public relations, relationship management.

The relevance of the research topic is conditioned by the fact that currently, goods and products are gradually aligned in the market on price, range and quality, becoming less distinguishable for the consumer. Thus, the sphere of competition is increasingly becoming difference in the work with clients, not the difference in the products. That is why one of the most important factors of effective activity of the enterprise is the establishment and development its relations with customers.

Today many people already understand that it is not enough to have a broad range, quality service and sonorous brands. If the company does not seek to achieve the loyalty of their customers, they begin strive for its competitors. But if you overlook the profit then that is the risk of losing your business. This rule is true for any competitive business and gives a chance to small businesses to fight against large companies, and to large companies – a chance to hold the market and expand their business. In this regard, the customer relationship management, maintaining relationships with them, retaining customers and building customer loyalty becomes a mandatory part of the activities of a public relations specialist, engaged in the sphere of marketing and is an important component of the company's prosperity in the conditions of severe competition. Thus, in conditions of severe competition and the global financial crisis the study of the essence of a customer-oriented approach and its benefits is becoming especially relevant.

The goal is to consider customer relationship management as a success factor of a modern company and to analyze the ways and methods of work of the public relations specialist in the sphere of organization and management of these relationships.

Tasks:

- to consider customer orientation as a necessary condition for the success of a modern company;
- to reveal the specificity of activity of the PR-specialist in the customer relationship management;
- to explore the organizational and legal activity of "Simpex" as the basis for the organization of the relationship "company – client";
- to analyze the ways and methods of work of PR-manager in the sphere of customer relationship management in an advertising agency "Simpex" and to identify the problems and prospects of the development of these relations.

Theoretical and practical significance of the research is that its conclusions create a theoretical basis for further study of the methods and techniques of customer relationship management by the specialist in public relations. Materials and conclusions of the work can be used in universities when teaching such disciplines as "Fundamentals of public relations", "Theory and practice of public relations", "Crisis PR".

Result: during the analysis of methods of work of the public relations specialist in the sphere of customer relationship management the following recommendations can be made.

First, instead of random and scattered actions to maintain relations with customers, to develop activities, which will become traditional for customers.

Advertising agencies pay little attention to surveys and other sociological and marketing research. Therefore, the second recommendation is to collect systematically the information about the degree of customer satisfaction. Thirdly, in the advertising agency "Simpex" it is possible to create special directions of activity. And fourthly, since the advertising agency "Simpex" has not an extensive client database, it is necessary to improve the database so that it was possible to segment customers according to geographic and psychographic characteristics, to find the average duration of the interaction "client - company", to find the reason of customers loss over the past year. After this, it is necessary to introduce a CRM system, designed specifically for advertising agencies, that will allow to segment customers according to their preferences.