

## ORGANIZING EFFICIENT MANAGEMENT OF CLIENTS BASE ON THE BASIS OF MARKETING INTERACTION

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The article represents the complex design on the basis of marketing relations concept that can increase the efficiency of interaction with all clients of the company. The peculiarity of this work is in the complex use and improvement of the existing methods, representing the toolkit of managing the clients' base.

In modern conditions it is not enough just to offer good quality goods. Nowadays the main competitive advantage is the efficient and long-term relations with clients. In relation to this marketing strategy should be changed, the new aim is to develop mutually beneficial relations with clients. This model is called "relationship marketing" and it has changed "marketing-management" model that was dominating in 1690-1990. The problem of efficient relations management is the basic one in the concept of relationship marketing, as at present the client with his desires and preferences is in the centre of all business operations.

Some specialists in the sphere of marketing interaction made the attempts to create the universal methods targeted at solving the problem of successful managing the interrelations with clients. However, all these developed models ( process IDIC M.Rogers and D. Peppers, P. Molino complex, E. Pain processes) could not be applied in company activity because of its theoretical character and the absence of practical management tools. Therefore the necessity to create the efficient instrument of interaction with clients was proved. As a result the complex economic methods and models was created. Step by step it helps the company to establish efficient interaction with clients, spread the existing budget taking into account the information about the clients and finally, maximize the profit.

It is necessary to highlight that recently there were no such models in the papers devoted to marketing interaction. The practical importance of the complex is that it includes all the stages of company interaction with its customer starting from identifying his individual peculiarities and characteristics and coming to developing

and implementation of strategy that corresponds to the main concepts of marketing relations (see figure).

In order to create efficient relations with clients, the company should study their structure and reveal stable groups united by certain features. This process is called clients segmentation. The procedure of segmentation makes it possible to evaluate the main characteristics of a typical client. The next structural element of client management is the evaluation of the profitability of clients segments - on one hand and the analysis of the degree of their satisfaction with goods/services - on the other.

In order to evaluate the profitability of this or that client group, it is necessary to consider each segment as a unique investment project with its costs and profit. To evaluate the quality of company service, it is necessary to change the algorithm - evaluate clients' satisfaction.

Having analyzed the results and after evaluation of the degree of clients satisfaction, we can start maximizing the profit got from the clients.

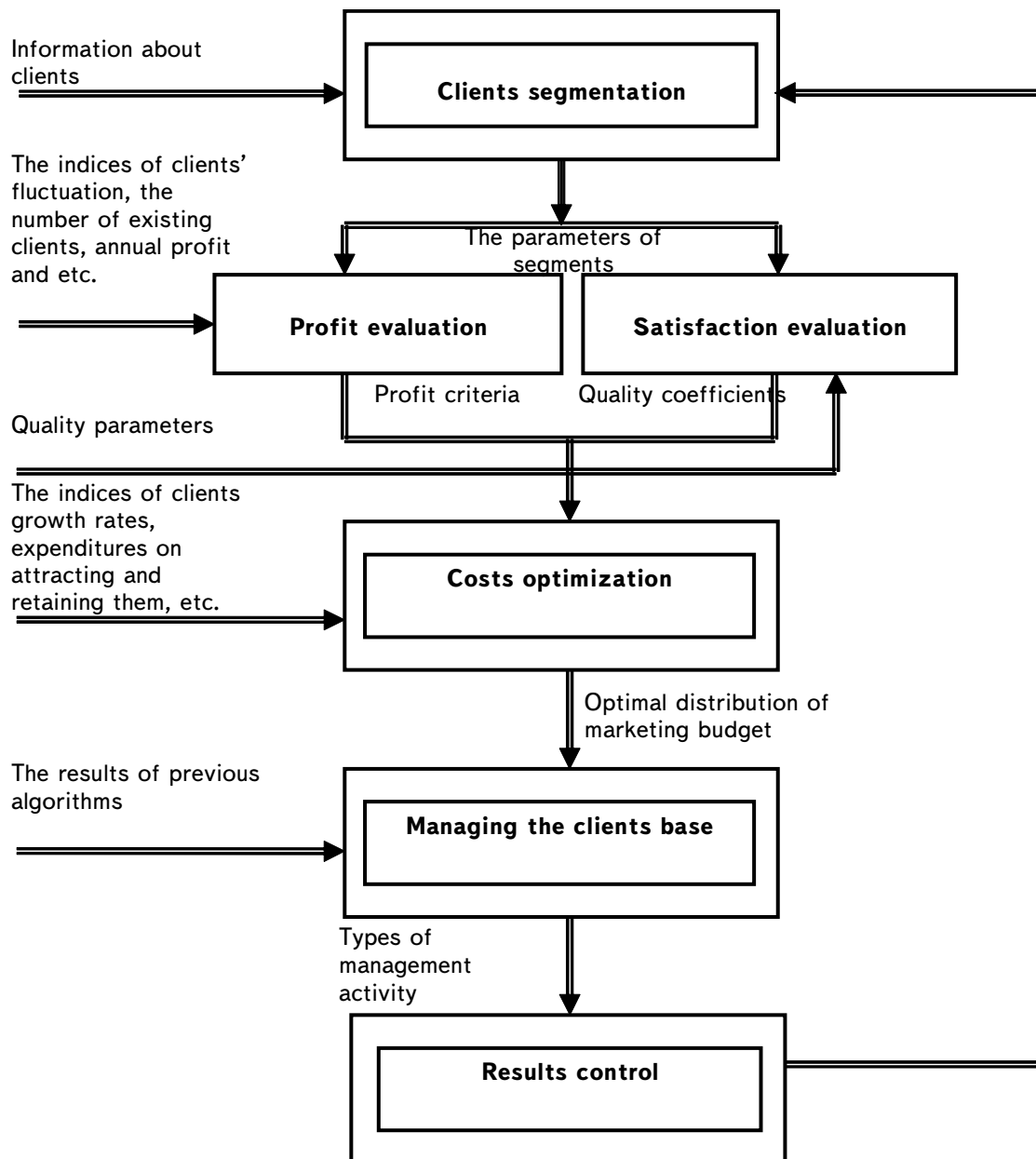
It is necessary to optimize the model that will make it possible to distribute the expenditures on the events of attracting and keeping the clients and increase the total profit from all the clients:

$$R = \sum_{j=1}^m \sum_{i=1}^n R_{ij} = \sum_{j=1}^m \sum_{i=1}^n \frac{N_{ij} \cdot P_{ij} \cdot f(C) - C_{ij}}{(1+r)^j} \rightarrow \max,$$

$$C_i \geq 0, \sum_{i=1}^n C_i \leq C, i = \overline{1, n},$$

where  $R$  - total profit from selling, got by the company from all client segments in a certain period;  $R_{ij}$  - profit from selling, got

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**Fig. The algorithm of managing the interaction with clients on the basis of marketing relations concept**

by the company from  $i$ -segment in  $j$ -period;  $P_{ij}$  - gross profit got by company from each client of  $i$ -segment in the  $j$ -period of time without marketing costs;  $C_{ij}$  - marketing costs (for attracting the potential and keeping the existant clients) for  $i$ -client segment for  $j$ -period;  $f(C)$  - functional dependence between the rate of clients base growth and the costs for attracting clients;  $i = \overline{1, n}$  - number of segments;  $j = \overline{1, m}$  - number of periods.

Having redistributed the company budget with the use of specially created model, it is necessary to change to client base management. Taking into account the previous stages of the algorithm of complex management of clients interaction, the company should make this or that variant of activity for every client segment taking into account its peculiarities and specific character.

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