

RELATIONSHIP MANAGEMENT OF UKRAINIAN ENTERPRISES-INNOVATORS

The modern business environment requires constant development of principles and methods of business activities. Today the classic marketing cannot satisfy all requirements of the information age of the 21st century. There are the considerable quantity of competitors and the glut of information. The attracting of new customers is becoming more and more expensive in these conditions. That's why the retention of existing customers is more effective. This is the key issue in the activities of customer-centric companies-innovators.

Business is going to direct its activities to the needs of consumers as the main goal of the company. It leads the reorientation of the marketing activity of the company, as well as marketing strategies that lie at its base.

The special role of marketing consists in creation the strategy for the selection of the customers from the point of view of available and controlled enterprises' resources and competencies; establishing relations with them, and, consequently, the partnership based on trust, enhancing their long-term loyalty primarily through providing them with values bigger than competitors [1].

During its activity the company can interact with many external economic players: customers or clients, suppliers, partners, resellers, government, media, etc.

Therefore there is the need of relationship management (RM) with economic players. **Relationship management** is the business strategy, which is directed to reduce costs and increase profitability through strengthening customer satisfaction, creating loyalty and building long-term economic cooperation with partners.

According to the author, it is necessary to identify the following major subsystems of relationship management:

- CRM – Customer Relationship Management;
- SRM – Supplier Relationship Management;
- PRM – Partner Relationship Management;
- GRM – Government Relationship Management;
- MRM – Media Relationship Management.

Efficient relationship management with economic players should be under construction on three key elements:

- Staff,
- Process,
- Technology.

The staff cooperates with economic players directly. Therefore each company's employee from the general director to an office worker should believe in the main client-focused enterprise mission. The company management should convince their employees that introduction of relationship management will offer advantages to the staff as well as to the client.

Relationship management with economic players has many technological aspects, but *business processes* lie in their basis. It is the way of business activities which concentrates attention on satisfaction of consumer needs and the account of interests of clients, partners and the public. It is based on technology, unites and distributes logically the necessary information about economic players, sales, marketing efficiency and market trends, etc. Therefore the company should analyze industrial and business processes before to choose a technological platform. All or some of them will need reengineering for the best servicing and interaction with economic players. Besides, the company has to define what information about economic players is necessary and how it is better used.

Finally, firm must carefully select *technologies* for the management of these improvements. The key factors for the evaluation of technology are the coordination business strategies with the purposes of company activity and possibility of providing the correct information to the correct employees. The choice of a program platform can be carried out by group of heads of the company which well understand enterprise business processes as a whole and what are necessary for automating, together with experts from a firm-supplier of the software who know its specificity.

Apparently, effective management of relationships with economic players can be made only sure the presence of these three elements.

The ability to introduce innovative solutions in the enterprise relationship management helps to maximize own strengths, identify weaknesses and neutralize them effectively, to develop resistance against external threats and to counter the economic crisis.

Effective and innovative management of external relations will help ukrainian enterprises-innovators to establish communication in the company, to increase profits on the basis of existing capacity and to interact better with the environment, to develop resistance against external crisis tendencies.