

## **Use of the CRM-technology in the concept of Internal Marketing**

*M. P. Sagaidak, PhD in Economics, Associate Professor  
of Marketing Department*

*SHEE «Kryvyi Rih National University»  
michael\_p\_s@ukr.net*

**Research methodology.** Using the dialectical method and the method of scientific abstraction the conceptual foundations of internal marketing in the CRM system were investigated. The use of a systematic approach allowed to investigate the possibility of using CRM-technologies in the concept of internal marketing of service sector enterprises.

**Results.** The essence and the main aspects of the formation of CRM system were highlighted, the benefits of its use by the enterprises of service sector were figured out. The perspective directions of CRM technology implementation to the concept of internal marketing of enterprises were proposed, and the priorities for their further development were defined.

**Novelty.** The critical analysis of the theoretical developments concerning the problem of implementing an integrated CRM-technologies and tools for internal marketing operations in domestic service industries was carried out. The advantages of their use at different stages of marketing planning in the internal market system and the enterprise development management.

**Practical significance.** On the basis of the study it was proved that the use of CRM technology enables the company to integrate and leverage of all sources of information on existing and potential clients, to build effective communication between the company and staff, as well as between staff and customers. The use of CRM in the concept of internal marketing practice can improve business processes and implement qualitative and quantitative analysis of the results.