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Introduction

Today, emergence of increasingly large companies, specially in information technology industries covering even several continents is leading to their increasingly negative influence upon the society and environment. Negative influences, primarily the outbreak of the crisis facing modern society, which is reflected through global warming, wars, discrimination and neglect of human rights, require new business thought-ways of managers within the business environment.

The new business concept, termed socially responsible business operation, introduces a new way of understanding of the enterprise's role in business courses, environment and generally in society, since instead of relentlessly pursuing profits, enterprises become the key drivers of social development. Directed by the logic of the concept of socially responsible business operation, enterprises are better positioned in the eye of different market stakeholders, decrease the costs of business operations, procure a more qualitative labor force, and also led by this imperative earn larger profit. The conclusion of all the above is that in modern economy socially responsible behavior that requires respect for ethical code in business operation becomes an imperative.

Urged from the need to ensure competitiveness on market, companies nowadays search for and introduce new business strategies and information technologies that improve efficiency and effectiveness of business processes and decision support. According to Balanced Scorecards Methodology¹, a well established methodology for measuring enterprise performance, customers and position on market along with internal processes, financial results and organizational learning and growth are main indicators for company success. Thorough studies of customer's profitability have shown that

1. it is five to ten times more expensive to acquire a new customer than to sell a product to a loyal customer; and
2. only 20% of customers generate 80% of profit. Therefore, one of the main business activities in companies is establishment of organizational culture and information infrastructure for efficient management of profitable customers.

Customer Relationship Management (CRM) is a business strategy that focuses on individual customer with the aim to build long lasting profitable relationship and to achieve customer satisfaction and customer loyalty. CRM is a process of learning the customer attitudes and preferences and according to that customizing the products and services to best suit their needs. Successful implementation of the process requires tight integration of the front end activities (marketing, sales and service activities) with the back end activities, such as monitoring, planning and decision support. Information infrastructure that enable the process is build of operational CRM solutions (business contact management tools, sales automation tools, direct marketing tools), analytical CRM solutions (data mining algorithms, information warehouse, on-line analytical processing technologies), as well as tools for business process optimization.

In today global economy, companies of all kinds acknowledge that their customers / consumers are extremely important, that customers/consumers are the company's most valuable asset, that the company survives only when it has customers/consumers and grows

¹ Yeich P., Zeid A., "From the Tactical to the Strategic, Transforming Data into Knowledge for use in an Enterprise Performance Management System", SAS Institute Inc., Cary, NC., 2002.

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MOŽETE NAS KONTAKTIRATI NA E-MAIL: maturskiradovi.net@gmail.com

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