

ADOPTION OF WMS AND CRM SYSTEMS FOR REACHING IMPROVED OPERATIONAL EFFICIENCY

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Abstract. *This article explores the issues of achieving sustainable operational efficiency without compromising the customer experience, as well as the introduction of innovative products and business growth while reducing costs. To increase the efficiency businesses try to adopt digital technologies, provide automation in their processes, all this is needed to be competitive in the market, have higher revenue and increased business agility.*

Nowadays most businesses make shift to improved operational efficiency, for this they try to cut down the unnecessary costs while increasing revenue. Efficient operations are cost- and time-effective, while quality and service are maintaining on the same level or even higher. Thus improved operational efficiency can make the company more flexible, agile and competitive on the market.

One of the major barriers to operational efficiency is unnecessary manual processes. In the new age of automation technology, there is no excuse for these time-consuming, labor-intensive activities. So, the quickest and the most reliable way to reach efficiency is to implement automation systems, because they help save time and allow employees to focus on mission-critical functions.

Factors that impact operational efficiency include relationship and interaction with the clients, resource utilization, manufacturing and inventory management. It is important to maintain constant contact with the client and be his reliable partner. To achieve this goal business use customer relationship management software that enables consistent communication both within employees and with clients, also it can track some processes and automate key tasks. Since customer loyalty and revenue are both qualities that affect a company's activity, CRM is a management strategy that results in increased profits for a business. The main aim of implementing a CRM strategy is to create a single ecosystem for attracting new and developing existing customers. Managing relationships means attracting new customers, turning neutral buyers into loyal customers and forming business partners from regular customers.

Bringing business processes into CRM leads to measurable improvements. Users can follow consistent processes, and operational bottlenecks are eliminated. Using CRM systems allows to get the information about sales and marketing processes and to understand the needs of the customers and realize the prospects for future business development [1]. CRM method is extremely effective and improves business efficiency, as data is stored in the database and can be accessible at any time and from anywhere, this reduces the time required to obtain the necessary information. When information is easily accessible, it makes it easier to make quick decisions, thus, the business can become more productive.

To optimize order fulfillment, it is necessary to track the stocks, improve inventory management and reduce cycle time. For this warehouse management systems can be used. WMS is another software that helps companies manage and control daily warehouse operations, from the moment goods and materials enter a distribution or fulfillment center until the moment they leave. WMS software systems are a key component of supply chain management and offer real-time visibility into a company's entire inventory, in warehouses and in transit. In addition to inventory management, a WMS offers tools for picking and packing processes, resource utilization, analytics, and more.

According to the study⁶ WMS systems automate and streamline warehouse processes from inbound receipts to outbound deliveries – for improved efficiency, smoother operations, and the ability to handle higher volumes. They reduce errors in picking and shipping goods and eliminate duplicate and unnecessary work. WMS also shares data with ERP and transportation management systems, giving a holistic outlook that extends beyond warehouse and helps expedite the movement of goods. In the warehouses it is vital to track the inventory level, so using barcode or radio frequency identification readers can improve accuracy of transactions, and reduce picking errors. In fact, research conducted at the University of Arkansas [2] shows that using RFID increased inventory accuracy by 27 per cent in just 13 weeks after its commissioning.

Research has shown that WMS implementation enables companies to digitize their logistics operations, eliminate errors, and coordinate all processes taking place inside and outside their facilities. Investing in supply chain digitalization is a competitive advantage in addition to an effective solution in responding to the complexities of Logistics 4.0 [3]. Trends such as free product returns, omnichannel, and SKU proliferation call for digitized and automated management to maximize efficiency in logistics facilities.

It is possible to integrate WMS and CRM systems, thus businesses can operate even more efficiently. First of all it is important for gathering customer information. CRM is great at making different researches about clients` needs. Staff can manage current customers and orders as well as advise potential new customers. This type of information flow is equally beneficial to WMS. Once customer places an order their information can be used by WMS to create the order for the warehouse to fulfill it [4]. Rather than having to switch systems, or else fill out a form that then gets sent to warehouse team, where the same information is then entered into the WMS for accomplishment, it can be possible to integrate the two systems so that the process becomes seamless without any duplication of tasks.

WMS usually handles the logistics of the order fulfillment process but by integrating it with CRM, which is the main communicating tool; employees can easily make customers aware of the status of their orders. When sales managers have a request for some spare parts, by using integrated CRM and WMS they can easily pull the pricing and at the same time check its availability and lead times for fulfillment. All that inventory information can be helpful for the sales department and for the company.

Conclusions

To improve operational efficiency, it is vital to ensure organization within inventory so that the company can better track products and ensure that distribution operations are accurate. For this WMS and CRM systems can be used. It is possible to integrate these systems into one, so business will run smoother by creating automated, proficient, and interconnected processes. This will lead to increased efficiency of the company, so enterprise will be more streamlined, flexible, and able to make better profits.

References

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