

ABSTRACT

Theme of the Graduation Thesis: "Designing an information subsystem for working with clients of the sanatorium VOS "Mashuk".

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Information about the contracting authority: sanatorium VOS "Mashuk".

Relevance of the research topic: currently, there are a large number of solutions on the market for automating the activities for organizations of any kind. However, they contain generalized functions, so many software systems that can bring the enterprise to a new level is not always suitable for specific business processes.

More and more organizations admit that it will be much more profitable to use software solutions that developers will tailor to the needs and demands of their business. Especially popular in a highly competitive environment are information systems for working with clients.

Objective: information system development for automation of the process of customer relationship management.

Tasks:

1. Expand the concept of "CRM-system."
2. Analyze the CRM-systems in the service sector.
3. Determine the technical and economic characteristics of the enterprise.
4. Analyze and identify problems in the enterprise.
5. Consider the information model of the developed CRM-system.
6. Describe the operation of the information system.
7. Evaluate the effectiveness of the information system.

Theoretical and practical significance of the research: the theoretical significance of this research is in the most in-depth study of customer service in a resort establishment and detailed review of customer relationship management

automation. The obtained information can be used to further study the problem issue. The practical significance of the study is the review of the developed information system.

Results of the research: the developed software solution meets all requirements and creates the basis for successful maintenance of the business processes of the sanatorium. By this system user can record all the important information about customers and generate reports based on structuredly stored data. Modern interface design provides ease of learning for beginners and high speed of working for advanced users.

Recommendations: the developed software product is recommended for implementation at enterprises operating in health-resort and related services.