DEVELOPMENT OF ONLINE SALES AUTOMATION PROCESS

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Annotation: *The article is devoted to the effective automation of sales processes and creating a more efficient automated system to improve retaining and expanding customers. Introduced automation process sales management is built on predictive analytics. Using decision trees and random processes in machine learning, increasing the accuracy of the algorithm sales management, which gradually allows you to improve sales results. The introduction of the presented system has led to a better use of resources, increase efficiency and accurate forecasting of customer behavior. The system can be integrated with any ERP system, which increases efficiency in inventory and sales management.*

Key words: *predictive analytics, classification, sales automation, automation process*

ENTER

Automation of an online store is an integral part of the existence of a company in the digital space. If 5-8 years ago it would be possible to keep all records in an Excel spreadsheet or in a notebook, today, even at low turnover, it is necessary to clearly control work processes. Provided that you want to make a profit, implement new strategies for promoting the company and scale. Internet business automation allows you to simplify work, speed up and improve service, minimize errors and introduce new tools for growth. After reading this article, you will be able to understand what and why to automate and how to do it.

Regardless of the size of the company, automating online sales is an important step to grow and increase profits. Even if you work on your own, without employees, without a large warehouse, you need to control many processes, speed up customer service, keep records and sales statistics, keep a history of purchases for each client. Even in some large stores where an online store automation system has not been implemented, there are difficulties in working with a client. The manager does not know the history of purchases, therefore, he cannot select a group of products offered, does not make additional sales through special offers, the loyalty program is poorly used or does not exist at all.

Automation of online store processes allows you to solve many problems, including:

Acceleration of the work process. The automation process allows you to place an order much faster. For example, tools for automatically filling in data when ordering, simplifying the order form, choosing a branch for delivery reduce the order processing

time by up to 40%. On one order, this may not be too noticeable, but it saves up to several hours of time per day.

History of work with the client. The manager sees what the client ordered, how often he does it, what groups of goods he is interested in. Then he can offer bargains, sell additional goods, knowing that he is right for the client. History allows you to personalize offers.

Improving the efficiency of trade. Correct and fast document flow, invoicing and invoices, effective work with clients, control of personnel work – all this allows you to increase the efficiency of trade. And marketing research, which is easy to conduct if the automation of online store processes is implemented, allows you to offer users what they are interested in. Trading efficiency increases and profits grow.

Stock control and product availability. Connecting the database and information from the warehouse directly to the online store allows the manager to see in real time the amount of stock left in the warehouse and understand the range. Timely purchases, sales of stale goods are part of the opportunities that open up when controlling stocks. For businesses, this task is very important.

Processing an increased number of orders. As the store grows, managers may not be up to the task. Automation of an online store will relieve the burden on managers. For example, a block with questions and answers on delivery and payment, product descriptions, photo and video presentation of the product will help the user understand what they are offered. Due to automation, many routine processes are removed, and the processing of a large number of orders becomes easier.

Exception manager errors. The human factor is difficult to eliminate completely, but the automation of online sales reduces errors to a minimum. Misheard address or spelled last name, wrong order, quantity or selection, all of this is minimized.

Marketing research and further promotion of the company. Internet business automation solves one of the main tasks of the company – improving marketing promotion and reducing advertising costs and increasing awareness. Detailed reports, statistics, collection of data on the target audience, product ranking and other automation tools allow you to conduct competent marketing research and understand how to promote the company.

Gathering information and market analytics. You can implement price comparison, market monitoring, and information collection tools that allow you to understand the position of the store in its segment and select methods for improving positions.

Removing objections and increasing loyalty. Do customers have questions? Handle objections automatically. Increase the level of trust with detailed information about products, publish reviews, articles, photos and video content. Implement a loyalty program and provide personalization tools, and the number of users will grow. Reducing the cost of introducing new products or services. An online store automation

system helps to introduce new products faster and cheaper. Mailing lists, news articles, and in-store promotions are all tools to bring a new product to market quickly. Costs are reduced and efficiency is increased.

Supervision of the work of managers. Theft and shortcomings of the work of the company's employees are almost completely eliminated, it is easy to control activities, collect real reports on the work done, monitor the performance and sales efficiency of each manager. This enables the business to optimize staff and monitor the performance of employees. Reporting and a clear understanding of the real state of affairs in business. Internet sales automation includes detailed collection of reports in various areas. The business owner does not just receive sales data, but specific numbers and facts. What sells and what doesn't, which manager works better and which one doesn't fulfill the plan. How many users visit the store and how many actually buy, and other data that allows you to see the full picture and understand what is happening inside the business.

LITERATURE ANALYSIS AND METHODOLOGY

Automation of an online store is a complex but necessary process that allows you to take your business to a new level. Of course, you can still keep a notebook, but then you should not be surprised by shortages, poor sales and lack of growth. In the modern world of competition and increased demands on the market, many processes must be reduced to automatic action. Automation of a turnkey online store just allows you to complete all the tasks described above and take the company to a new level.

The automation process is a long way, so you need to implement it either when developing an online store, or introduce new tools gradually. Each stage allows you to automate a specific area of the store and establish business processes. Automation of a turnkey online store consists of 10 main stages, let's analyze each one separately. Parsing or collecting information allows you to study competitors, follow trends, demand and control the state of affairs in the market. These tools allow the store to stay on trend, update information in a timely manner and follow innovations. Automatic parsing tools allow you to significantly save time and collect data in a convenient form in a very short time.

Imagine that you need to study the websites of competitors in the subject of cycling products. There are hundreds, if not thousands, of sites on similar topics. Everyone needs to study, determine the pricing policy, understand who and what offers. Automation of an online store allows you to do this quickly and automatically. Instead of dozens of spent hours, it will take only a few to collect all the information, structure and provide data. Paperwork is the main task of any business, and online stores are no exception. The minimum set of documents with which the online store works: a sales contract, waybills, invoices, bank receipts, waybills, invoices for cashless payments. In fact, the list of documents is much longer.

Internet business automation implies a significant simplification of document management. Many papers can be kept electronically. Template solutions for quick filling, auto-substitution of fields and other tools are used to speed up and simplify the process of working with documents. One of the tasks is to minimize the loss of documents and errors when filling them out. To control the number of sales, it is necessary to combine all sources of sales into one system. Regardless of whether the order is made through the form on the site, when filling out the basket, by calling or ordering a callback from the manager. The principle of automation is that all channels are combined into a single system. At the same time, the manager receives full information about the product, its availability in the warehouse, as well as the history of the buyer, if any. If the client came to the store for the first time, then his card is automatically created, and the necessary data is entered.

One of the main advantages that an online store automation system provides is complete control over financial flows. The store owner clearly knows what happens to the money within the system, from which expenses and incomes are formed. Profit accounting is the basis of business ownership. You can make a very cool store, have a lot of goods in your assortment, spend money on advertising and even sell successfully, but if you don't take into account finances, all this is pointless.

DISCUSSION AND RESULTS

Automating the process of calculating income and expenses minimizes the likelihood of errors, reduces the theft factor within the company, protects the company from inappropriate expenses and helps to understand where the entry points and loss of money are. All this opens up great opportunities for control over finances. In addition, the work of an accountant is simplified, everything is reduced to understandable tables, the tax service does not have questions about financial accounting. Building relationships with a potential client is the key to successful trading. It's not enough to simply advertise a store and hope that users will order from you. It is necessary to choose a competent approach to the client, to interest, to make a profitable offer for him. Maintaining a client base helps to achieve such results.

Internet business automation must necessarily include work with the client base. Many processes can be minimized and the interaction between the company and the client can be simplified. The customer database allows you to clearly see whether the customer is a repeat customer or is placing an order for the first time.

If the online store is small and there is no storage, as such, then it is not necessary to automate the processes of the warehouse. But if the company is medium-sized, there is a warehouse with a group of goods, then this is an important process that allows you to significantly speed up the work of the store, improve the quality of service, control the number of positions in a timely manner, make additional purchases and sell goods, avoiding their storage. Imagine a situation. You have a medium-sized store, a customer called and placed an order. But you don't know if the item is in stock. You need to tell

the client that you will clarify the information and call back. Next, you need to call the warehouse, ask the employee about the availability of goods. He will go to watch it, and after a couple of minutes he will call back to say that he is. Now you need to call the client and report it. Everything takes from 4 to 15 minutes. What if there is no product? You call the client, talk about it, after which he may be interested in another product. The chain will have to be repeated again. Even worse, if he just says that he will order in another store.

SUMMARY

Employee optimization is one of the main principles of company growth. Each person should not only be in the state, but also fulfill their duties. When the company employs 2-3 people, you can not automate these processes. However, with more people, automation of Internet business is needed. Even if there are 10 people in the state. Automation of an online store is needed in order to reduce company costs, increase profits, move away from competitors and build relationships with customers. Many tasks are simplified, employees get rid of routine work, and the process of organizing a business becomes transparent and understandable. Is there a need to automate small stores? If it's financially justified, yes. After all, in this case, you can expand, scale and improve your business.

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