

Kozhamkulova Zh.T.,
Mukayev D.T., Sarsenova A.S.

**The modern model of applying
the concept of relationship
marketing in the field of
education**

The recent financial crisis has led companies to mainly focus on the customer retention and make a profit. Consequently, quality service assurance, staff qualification improvement, infrastructure development, setting of price for service, management of mutual relationship with customers and organization of constant communication are core factors in public and private organizations in the field of education. The main way to establish a long-term relationship with customers and to create a customer loyalty – to introduce the concept of customer relationship management in organizations. The primary function of Customer Relationship Management model in the field of educational services is to make an organization more efficient through implementing the technology of CRM (Customer Relationship Management), establishing and applying quality assessment indicators, meeting customers' expectations and setting a long-term relationship with customers. The article discusses the importance of the relationship marketing concept in the activities of enterprises. The importance of its implementation in the area of educational services is stated. In addition, emphasizing benefits of relationship marketing concept, the advanced model of this concept is presented.

Key words: relationships marketing concept, education service, model concept of relationship marketing, loyalty of clients.

Қожамкулова Ж.Т.,
Мұқаев Д.Т., Сәрсенова А.С.

**Білім беру қызметі
сферасындағы қарым-қатынас
маркетингі тұжырымдамасын
қолданудың заманауи моделі**

Қазіргі дағдарыстық жағдайда кез келген компания үшін бұрынғы тұтынушыларын ұстап қалып, пайдаға кенелу өте маңызды. Соның ішінде білім беру қызметі саласындағы мемлекеттік және жекеменшік ұйымдар үшін сапалы қызмет көрсетуді, персоналдың жоғары біліктілігін, инфрақұрылымын, қызмет бағасын, тұтынушылармен серіктестік қарым-қатынас орнатып, үздіксіз сенімді байланыс жасауды және т.б. жетілдіру өзекті мәселелердің бірі болып табылады. Тұтынушымен ұзақ мерзімді қарым-қатынас жасау мен лоялдылық деңгейіне жеткізудің басты жолы қарым-қатынас маркетингі тұжырымдамасын ұйым қызметіне енгізу. Ал қарым-қатынас маркетингі тұжырымдамасын білім беру қызметі саласында жүзеге асырудың өзіндік моделі – CRM (Customer Relationship Management) технологияны қолдану, сапаны бағалау көрсеткіштерін енгізу мен олар арқылы бағалау жүргізу, тұтынушы сұранысына бағытталу, тұтынушымен ұзақ байланыс орнату және т.б – жүйелі ойластырылған шараларды ретімен жүзеге асырумен ерекшеленеді және компанияның пайда алуына әкеледі. Мақалада қарым-қатынас маркетингі тұжырымдамасын кәсіпорын қызметінде қолданудың маңыздылығы қарастырылған. Аталған тұжырымдаманы білім беру қызметі сферасында қолдану қажеттілігі негізделген.

Түйін сөздер: маркетинг тұжырымдамасы, қарым-қатынас маркетингі тұжырымдамасы, білім беру қызметі, қарым-қатынас маркетингі тұжырымдамасының моделі, клиенттердің лоялдылығы.

Қожамкулова Ж.Т.,
Мукаев Д.Т., Сарсенова А.С.

**Современная модель
использования концепции
маркетинга отношений
в сфере образовательных услуг**

Для каждой компании в условиях кризисной ситуации очень важно удержать существующих клиентов и получить прибыль. В том числе для государственных и частных организаций в сфере образовательных услуг качественное обслуживание, повышение квалификации персонала, инфраструктура, цена услуги, постоянная связь и сотрудничество с клиентами и другое являются одним из важных проблем. Основной путь создания долгосрочных взаимоотношений с клиентами и доведения их до уровня лояльности – внедрить концепцию маркетинга отношений в деятельность организаций. А функционирование самостоятельной модели концепции маркетинга отношений в сфере образовательных услуг приводит к получению прибыли компании и имеет особенность последовательной реализации системно продуманных мероприятий – использование технологии CRM (Customer Relationship Management), внедрение показателей оценки качества и проведение контроля с помощью них, удовлетворение требований потребителей, создание долгосрочных отношений с потребителями и другое. В статье рассмотрена важность применения концепции маркетинга отношений в деятельности предприятий. Обоснована необходимость использования данной концепции в сфере образовательных услуг. При этом предложена усовершенствованная модель концепции маркетинга отношении этой отрасли деятельности с выявлением ее явных преимуществ.

Ключевые слова: концепция маркетинга отношений, образовательная услуга, модель концепции маркетинга отношений, лояльность клиентов.

**THE MODERN
MODEL OF APPLYING
THE CONCEPT OF
RELATIONSHIP
MARKETING IN THE
FIELD OF EDUCATION**

Conditions of a competitive market in the sphere of service require a new logical entrepreneurship. Competitiveness is a source of an advantage regardless of the sphere of service it is offered, for instance fixing, teaching personnel, consulting, supplying and so on or traditional sphere of service (banking, tourism, hosting, restaurants and so on). In this situation new methods of operations of marketing and personnel are needed. Consequently, new methods of marketing and personnel organization are required.

A basic idea of inter relationship marketing is not to be the decision for control object, but communication among participants of the process buy and sale the importance of inter relationship marketing is described as:

- costs of attracting new consumers are more for six times than resealing costs, if client is not satisfied, it needs 25 times more attempts to attract him or her again;

- stable profits will be gained after one year of contact with clients; if it is less than one year a firm can meet expenses which is not acquitted;

- comparing with new consumer, it is 5-10 times cheaper to contract with stable consumers;

- growing expenses relating with customer retention can grow sales volume for 25%, profits grow for 50-100%;

- most company's stable customers do not bring profit because of its disadvantageous inter communication;

- opinions of unsatisfied clients are spread more than opinions of satisfied (1, 8-9 pg)

In the era of internet marketing, success of company does not only depend on ways of promotion and manufacture, but also depends on innovation, knowledge, information resources supply, and it also important to contact with clients in real or virtual time and using it effectively. Development of theory of inter relationship marketing brings marketing decisions to standardize services and products. Therefore, the main way of keeping customers is to separate inter communication among them.

As the result, long term inter communication will be developed. Financial, material, informational and human resources will turn into very important resources of inter communication contact. Nowadays important factors of continuous inter communication in

market are – integrational products of intellectual and informational resources (2,27pg).

It is important to use marketing theories systematically and qualitatively for any company. Moreover, inter relationship marketing is strongly needed in an educational system of society and social-economical government.

Nazarbaev’s speech to the Kazakhstan peon in 2004 year 19 March “For competitive Kazakhstan economics, for competitive people». He said

competitiveness of the nation is recognized by the level of knowledge.

Therefore, unions working in this field have more responsibility. It means that teachers personnel, discounts for students studying in university, infrastructure of universities have to carry out their continuously communication with customers successfully.

The figure 1 shows unions which serve in educational system.

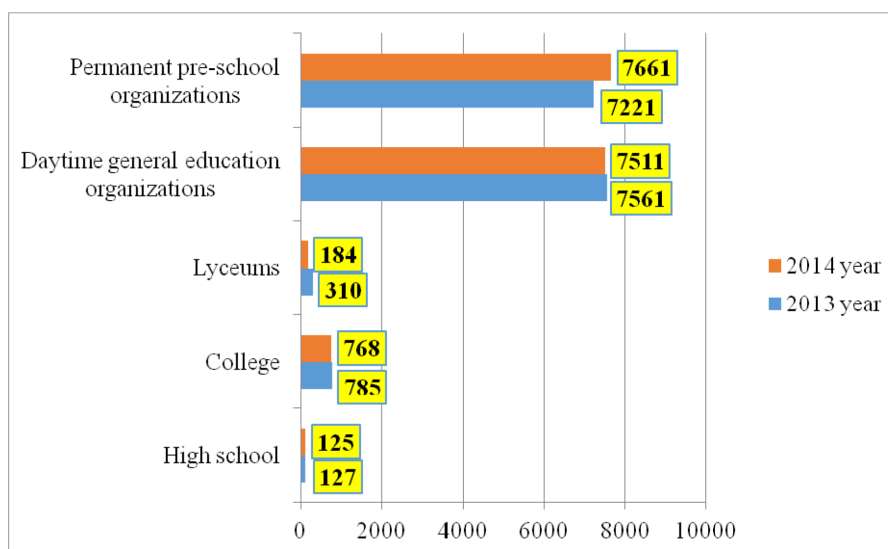


Figure 1 – The number of organizations working in the field of education in the Republic of Kazakhstan [4]

As can be seen in the figure, the number of country institutions, including universities, colleges, full-time general education institutions and vocational schools has reduced. It relates with integration and privatization of educational institutions. In recent years, there has been an increase in the number of private organizations in this sphere. It enlarges competition between organizations in the field of education. It requires improving the quality of service, price, infrastructure, efficient use of promotion tools, development of successful long-term cooperation with customers and competitive advantages as well.

The given figure represents the amount of private educational institutions rise for 68 units in 2015 (Figure 2).

The statistical data given above presents the rapid growth of private educational institutions of additional education and a rise to the new competitive environment through privatization or merge of national and state universities and demands of quality services. It means that it’s very

important the introduction of relationship marketing concept of organizations and implementation of new modern model. Moreover, in case of current crisis situation keeping customers or making them into loyal clients economize expenses of a company, building long-term relationships between customers and organization brings company profit. Therefore, it’s very important to build reliable relationships and continuously model of relationships with customers, partners, and suppliers.

This strategic concept of market orientation is based on social and educational services; on a variety of a consumer demand; increase of a role of consumers in an educational system and on requirements of a tendency to personal circumstances; increase in non-price competition; specifics of behavior of consumers in questions in the market; cultural level, lifestyle, ability to make the choice and to use sources of information and on other factors. On the basis of these factors, it has been revealed in what relations educational institutions and consumers are (figure 3).

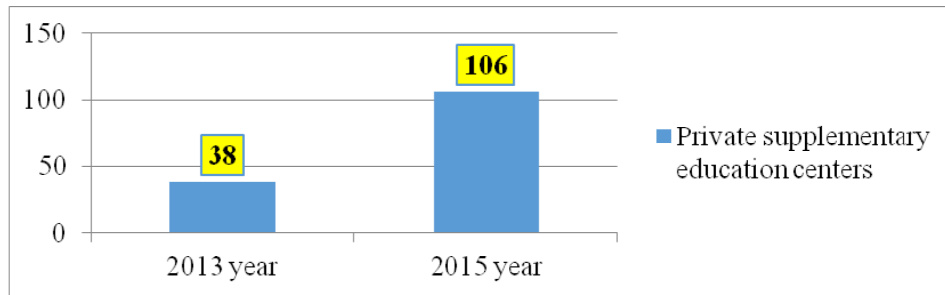


Figure 2 – The organizations of additional private education in the educational field of Republic of Kazakhstan [4]

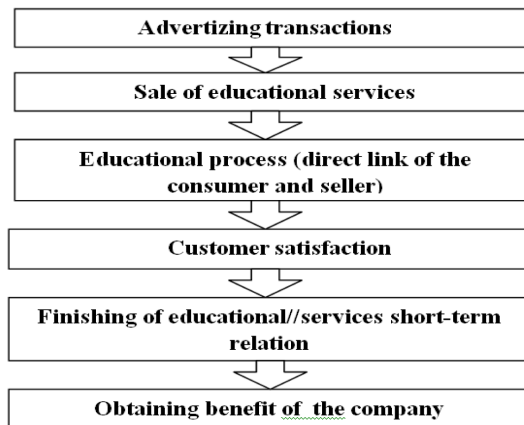


Figure 3 – The chart of the relationship of organizations with customers, which offer educational services in the Republic of Kazakhstan
*A chart was created by author

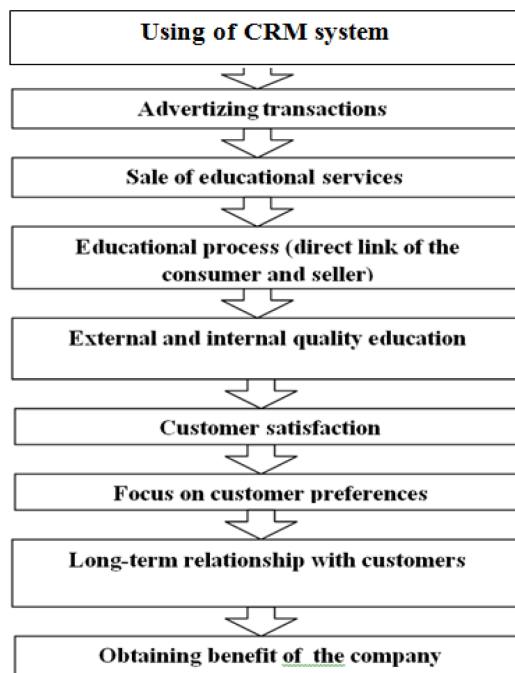


Figure 4 – A new model of the application of the concept of marketing communication
*The chart was created by author

As we see from the scheme, the organizations, which offer educational services, in process the relation with clients, carry out function «to interest – to sell – to receive benefit». Unions don't make long-term relationship with clients and don't turn them into loyal clients. It leads to advertising and customer acquisition expenses for companies. We are offering a complete and new model of relationships marketing concept for organizations of the educational field (4 – figure).

As shown in Figure 4, in practice the concept of relationships marketing database contains information on key customers and partner companies, carry out through the use of CRM technology. The advantages of this model: to collect full information about customers and

create database, make ABC classification; the adoption of quality assessment and evaluation through them; to check a level of customer satisfaction and increase loyalty of them; to focus on the needs of the customer; in order to establish long-term customer relationships in various activities (alumni events, holiday greetings, the Alumni Association, professions, workshop, etc.), and so is the company's marketers, creative and systematic measures.

In addition, the current market environment is very important to introduce the concept of relationship marketing potential, and many foreign companies are active in the field of education using it in a certain level. Since making relationships builds long-term relationships and develops quality service.

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