Designing an Enterprise Digital Communication Loop

Integrating Web, CRM and Social Media

Natalia Brynza

Simon Kuznets Kharkiv National University of Economics

Current State: Digital Channels Are Disconnected

EXISTING DIGITAL TOUCHPOINTS

Corporate website

Company and product information; feedback forms.

Social media

Official Facebook and Instagram pages; regular activity reportedly stopped in 2022.

Key issue: no confirmed end-to-end integration

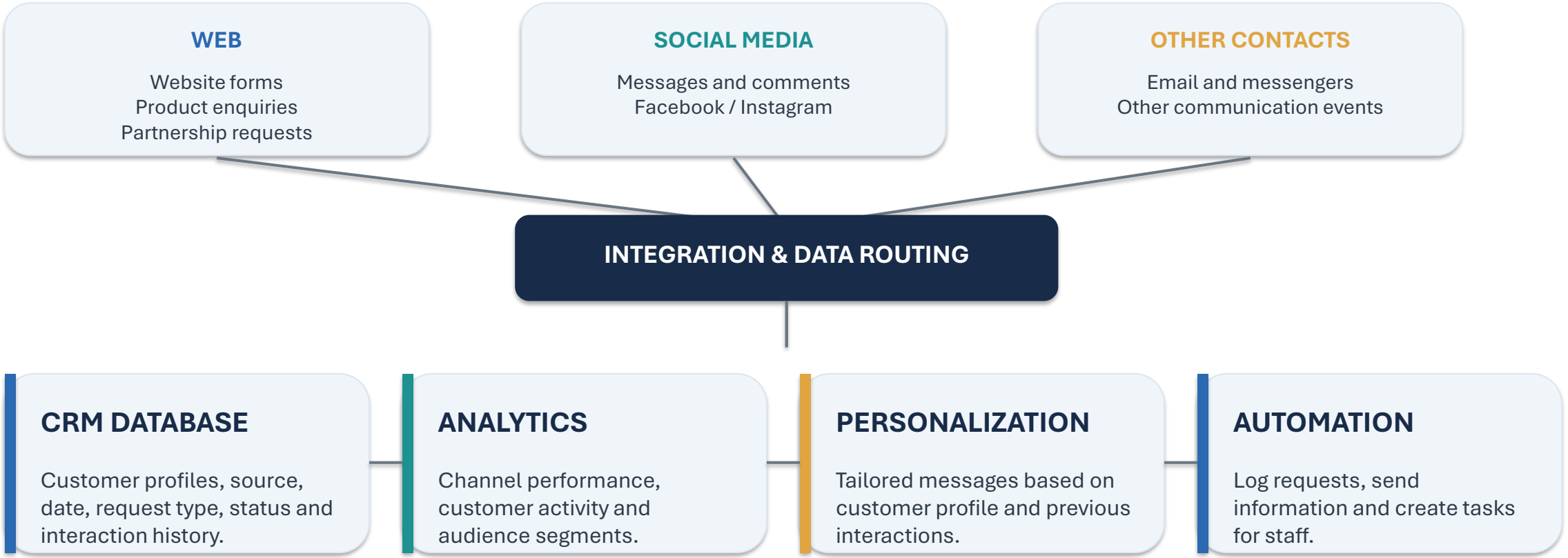
The challenge is not the absence of digital resources, but their insufficient integration and centralized information management.

MAIN GAPS IDENTIFIED

- Customer information may remain scattered across channels.
- No confirmed CRM integration or centralized interaction history.
- Limited online service: no full online ordering, customer account or online consultation.
- Limited personalized communication and automated request handling.

Proposed Digital Communication Loop

A target-state (To-Be) architecture connecting channels, customer data and analytics



Expected Value and Implementation Priorities

The model can be introduced gradually, subject to technical, organizational and resource capacity

01

Capture

Receive an enquiry through a digital channel.

02

Centralize

Identify the customer and register the interaction in CRM.

03

Process

Assign request type, status and priority; coordinate follow-up.

04

Learn & respond

Record the outcome and use insights for personalized communication.

EXPECTED BENEFITS

One customer view

A shared record of customer interactions.

Better decisions

Evidence for channel evaluation and segmentation.

More relevant contact

Personalized messages informed by interaction history.

Operational control

Clearer request tracking and task ownership.

Conclusion: integrate existing channels first; then expand analytics, personalization and automation as capabilities mature.