

## ABSTRACT

The economic effect from the introduction of modern enterprise CRM-system is quite extensive. The introduction of such a decision directly affects the level of profits. Will significantly reduce the impact of various negative factors on the growth of the company and, therefore, it is clearly possible to predict the development of the enterprise. Thus, it is clear that without the CRM can not do none of the modern company.

The aim of the diploma project is the implementation of the algorithm and software of CRM taxi service system. The problem area has been studied. A comparative analysis of existing methods of solving this problem has been carried out and the most appropriate one has been selected. As a result of the work an automated system of the assess technical risks of the software has been developed

The graduation work consists of 114 pages. It involves 3 appendices and references comprising 14 items. There are 10 illustrations and tables in the work.

Key words: CRM, data base, forecasting, reports, entity, role, API..