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Article

Improvement of Business Process by Bitrix24 Communications

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Abstract

Nowadays, the business process is changing rapidly. Bitrix24 of business process model also become consideration because of it supports social collaboration, communication and management tools and rule in sustainability. It is an excellent tool for improving interaction with your customers, which includes instruments for creating reports and analyzing sales and marketing campaigns. This research shows two main factors: firstly: avoids some of the common hurdles of outsourcing process development six key framework areas of focus as (striking a balance with cost containment, setting realistic timelines, variability in process and platform development, choosing the right partner, communication, planning technical transfer), our principle is to benefit the client's business through the intelligent use of web technologies. Secondly: illustrate details what communication means in business, the steps required for effective communication, the importance of communications in diverse work groups, and a four-step process for effective communication.

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1.Introduction

Communication is an essential process in our day-to-day life, exchanging of information from one point of the project to another point in an efficient manner and globally is highly needed. This reveals the important of communication in business [1]. Providing businesses with a set of tools to manage internal communications, as well as projects and customer files is a backbone for successful businesses. It also helps the operation process to become more flexible and optimize business with high security. It allows companies to maximize profitability and gain a competitive edge over their rivals. Using Bitrix24 makes it quicker and easier to develop and deploy custom applications, while enabling a fast response to any changes in regulatory, customer and market demands.

When a business grows rapidly and reaches a certain scale, standardizing customer and internal management processes becomes even more crucial. With effective operation and management, Bitrix24 is a key highlight for businesses having large data files and searching for an effective management method [2].

Good communication and effective collaboration are keys to every successful business, which is also where Bitrix24 can be of immense help. Apart from enabling everyone in your company to have access to all the important files and enabling an easy delegation of tasks, Bitrix24 offers you the benefit of creating project groups. Bitrix24 comes with a number of free real time communication tools. Instant messenger, mobile messenger, video calls, audio calls, video conferencing, telephony, private social network, to name a few. Available in cloud or as self-hosted software that you can install on your server, with complete open source code and WebRTC support, Bitrix24 is the real time

communication solution you need [3] as shown in Figure 1.



Figure.1 Real Time Communication Video [3]

In order for you to achieve your business goals and turn your company into a truly successful one, you need to implement a lot of different elements into your business planning. You need to have a lot of proper tools in your business toolbox in order to make sure your every effort pays off and your business is on the path of constant improvement [4].

Using Bitrix24 CRM software for several months now and it has greatly benefited for a company, which is why this paper highly recommend you start using it as well. Take a look at the benefits that Bitrix24 CRM can provide for your business, is an excellent tool for improving interaction with your customers, as it includes instruments for creating reports and analyzing sales and marketing campaigns, Regarding the purpose and use of such systems [5]. According to [14], Bitrix24 is a compound system of customer relationship management which supports collaboration and communication with customers, partners and suppliers.

It also allows the construction of the employee communication and collaboration along the organizational structure of the company as well as, supports business process automation.

To communicate effectively, project managers must have a good understanding of the communications process.

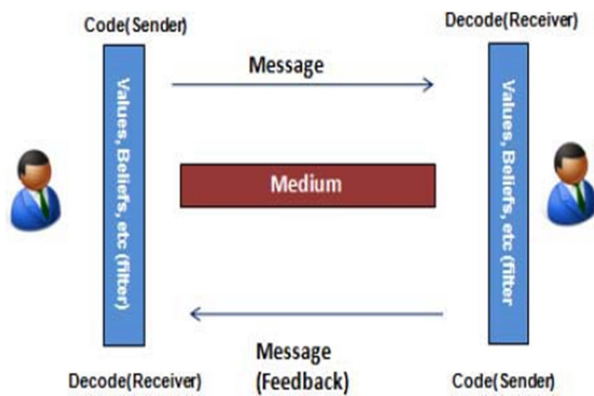


Figure.2 The Communications Process

According to [6], To understand the communications process, project managers must understand all the relevant factors as illustrated in Figure 2. As it can be seen from Figure 2, the communications process requires a sender and receiver, medium to communicate the content of a message, a message, feedback between the sender and receiver. Furthermore, the communications process is rarely “clean,” meaning that what the recipient receives may not be necessarily what the sender sent and it will always be in a setting or context that influences results. From the diverse work groups point of view, many organizations are realizing the value of different perspectives that come with a diverse work group, communicating in diverse work groups is a business issue. Diversity can lead to more ideas and higher levels of creativity, giving the organization more options and choices; thus, resulting in better outcomes for the organization and better products and services for its customers. However, communication within a diverse work group can create complex and challenging situations. Successful communication in diverse work

groups extends beyond mastering the mechanics of basic communication (Figure 3); it involves learning to understand and effectively use words and phrases. Effective communicators gain knowledge about other people's backgrounds and develop positive work group relationships [6]. Internal communication is essential in being able to get things done efficiently, and it's important to understand how successful communication can affect all areas of the business; it's certainly not limited to project management. Misunderstandings generated through lack of effective communication can have a substantial impact across all teams, so it's vital that this is addressed.

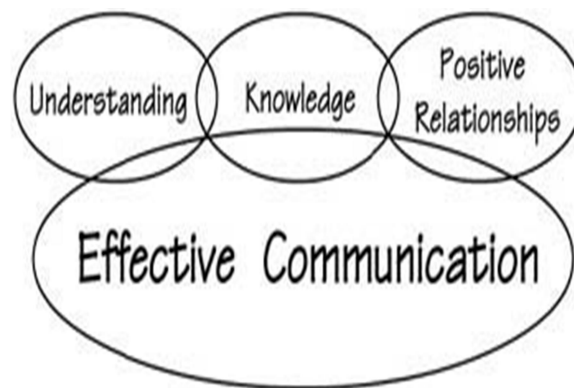


Figure.3 Mechanics of Basic Communication

This research shows two main factors. This first factor is to avoid some of the common hurdles of outsourcing process development through six key framework areas of focus as (striking a balance with cost containment, setting realistic timelines, variability in process and platform development, choosing the right partner, communication, planning technical transfer). Our principle is to benefit the client's business through the intelligent use of web technologies. The second factor is to illustrate details about communication means in business, the steps required for effective communication, the importance of communications in diverse work groups, and a four-step process for effective

communication.

2. Proposed Method

2.1 The Two Generic Types of Business Processes Exist in Bitrix24

- A sequential business process to perform a series of consecutive actions on a document, from a predefined start point to a predefined end point.
- A state-driven business process not having start and end points; instead, the workflow changes the process status. Such business processes can finish at any stage.

a) **A Sequential Business Process:** The sequential modus is generally used for processes having a predefined limited lifecycle, which is depicted in Figure 4. The typical example is creation and approval of a text document. Any sequential process usually includes several actions between the start and end points.

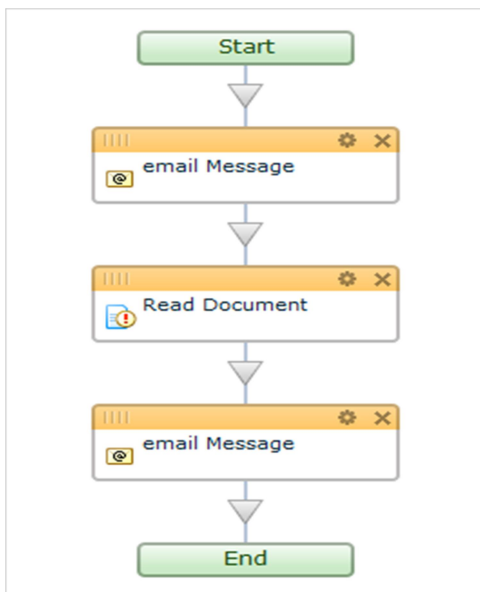


Figure.4 The Sequential Modus

A Status Driven Business Process: Status driven approach is used when a process does not have a definite time frame and can recur or can cycle on the same status due to nature of production or office style. A typical scheme for such processes consists of several statuses which in their turn include actions and status change conditions. Each action in a status is usually a finite sequential process whose design is defined by the nature of actions performed on information in a given status. Hence, a status driven business process consolidates multiple sequential processes the activity between which is relayed depending on their result [7] as shown in Figure 5.

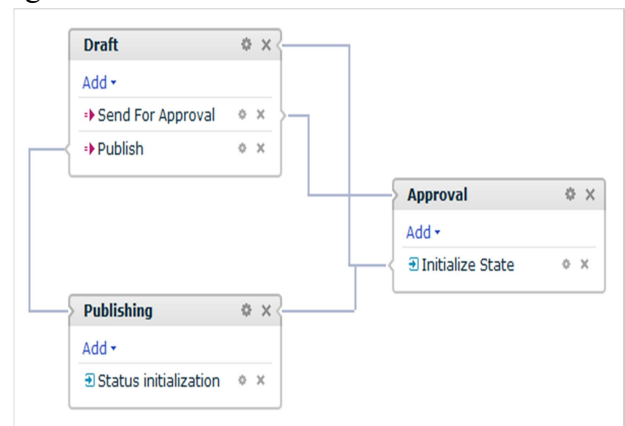


Figure.5 Status Driven Approach

2.2 Selecting a Correct Business Process Type

In practice, any management task can be modeled using a sequential as well as a status driven business process. However, an improperly chosen business process type may make the resulting model and business process template substantially and unreasonably more complicated. Therefore, use a sequential business process to model a simple sequence of actions. Additionally, choose a status driven business process if the model shows that a business process may occur in different statuses along the way, and it may migrate from one

status to another according to the rules the model specifies [8-9].

3. Project and Task Management

Bitrix24 through the system for the organization of operational processes in sales, its structure clearly follows the mentioned stages of lead management and sales process, integrating them with the system for project management.

When setting clear organizational structure of departments and functional units in system adjustment phase, same structure is easy to follow for adjustment of the organization internal communication system [10].

Every unit can be set as one workgroup, sub-system network where employees within have every functionality of the entire system and where all collaboration and work are documented on activity feed.

Projects are also structured through workgroups, giving the possibility of organizing team of employees from different units and on different functions with the same document management panel. When a new version of the document is loaded, the previous is not deleted, but is stored in order to be available at all times and records history provides information about the time when the version created and the user who created it. Documents can be edited in a cloud with providing Google Docs and Microsoft Office Online tools for text documents, spreadsheets, and presentations on cloud or locally on the computer and by saving, they are easily indexed and subject to search, as well as all records of activities, messages or system objects [11~12].

By creating a project task, time management option is enabled that keeps track of task duration and enable transparent performance

reports of the project at any time. Employees can independently input and record absence days through the system. Reports can be made for each department and for each employee on weekly, monthly or annual terms, supporting also HR management [15-19]. Figure 6 and 7 show business process management and activity stream in Bitrix24 respectively.

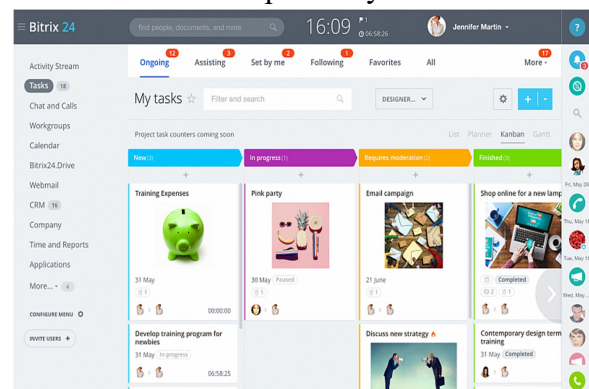


Figure.6 Business Process Management

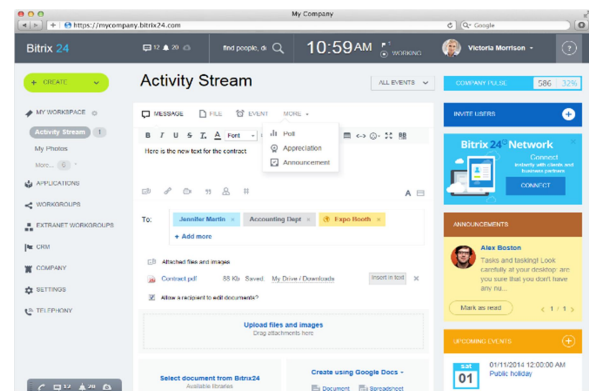


Figure.7 Activity Stream

4. The Need for Bitrix24

Bitrix24 is a popular communication and collaboration platform used by thousands of teams across all continents, but is it the right tool for your business? The answer for this question is through the illustration of its components. The first component is virtual PBX inside CRM which includes: employee extensions, voicemail, call recording, call transferring and forwarding, queuing and routing, multilevel IVR, and softphone (dial pad). The second component is

advanced telemarketing CRM which in turns consists of automatic dialer and call lists, automatic call transcribing, local numbers in 53 countries, toll free number rental, SMS broadcasting, voice broadcasting, and call back requests. The third component is third party integrations which includes: SIP connector for your PBX, telephony API, asterisk, free PBX, 3CX, twilio, plivo, ring central, and more. The fourth component is unlimited communications. Bitrix24 communication tools are available to unlimited number of users. You can invite any number of users to your Bitrix24, they will be able to use Activity Stream messages, chats, mobile app - for free, Communication tools include: activity stream, chat & video calls, telephony (access to tools, calls are charged individually due to telephony rates), mail, network 2.0, HR tools (Company Structure, employees (list), employee profile page), and mobile app. The fifth component is video conferencing. If you are tired of reliable and free video conferencing tools like Zoom, Skype or Google hangouts, this feature allows up to 10 team members to join a video or voice call. Your team members can also share their screen to showcase important files, documents, or slideshows. The sixth component is file sharing. You can store all your files and documents on the Bitrix cloud or your own server. Use this cloud to share your folders or documents. To secure sensitive documents, you can add a password or restrict access.

- In this Bitrix24 review, we'll take a look at its key features, pros, and cons to help you decide if this management software is perfect for your team or not. If you are confused about what exactly Bitrix24 does, you are definitely not alone, you might call it a collaboration software, but it also has several functions that some folks happen to find rather useful. Bitrix24 is a productivity suite that offers features like: CRM

(Customer Relationship Management), project management, internal communication, video conferencing, to name a few.

Whether you write blog posts in your favorite pajamas or file invoices from the café, there's still a horde of co-workers, clients and customers relying on you. Managing workload doesn't come much easier for freelancers, especially since they have nobody to structure their projects and daily tasks in their stead. And, when it comes to converting new customers and building long-lasting, profitable relationships, freelancers simply cannot do without a little help from automation [18].

Table 1: Shows the Advantages and Disadvantages of Standard Solutions [15-19].

Advantages of standard solution	Disadvantages of standard solution
Several times cheaper than individual project	The design is not unique.
You can see the functionality on ready demo-website.	You don't get any guarantees on realization quality. If you send a support request to the developer, it is not for sure that you will get a response.
the site can be ready for content filling within a day.	The costs for debugging may be much bigger in comparison with individual project.
You can read user comments before the purchase and get an idea whether the developer provides appropriate product support and There are lots of powerful features within Bitrix.	The user interface isn't as "slick" compared to some other options and features need a bit of cleaning up and "gloss" to make it really beautiful.
a complete Workspace software and Customer Relation Management software to organize and manage all your work in one place including collaboration and live streaming to social media	can be somehow complicated for the beginning, but with time, you get used to it and can work almost with little or no supervision.
can customize this software like you have a blank slate in front of you is phenomenal.	Customer support is limited, and any issues I had (although they were rare) took a while to fix my issue, if they fixed it at all.

User Interface. Easy navigation Less Learning Curve	Most of them are Untrained and Inexperienced support techs.
Easy to use... you need maximum a day training and you can navigate yourself afterwards	Hmmm too many features and it's a bit hard to navigate
The features are a plenty. There's so much diversity of functionality and you really can make it work the way you want.	UX feels a little bit clunky. Also, the web-app and the desktop app play strangely together. There's no good reason why I shouldn't be able to fully function in one over the other.
It has a lot of features if offers for free/trial, it allows add-ins for functionality and covers many aspects of a company operation.	Most of the functions are not clearly organized in use cases or user journeys leading to an end-result for each functionality.
Bitrix24 seemed to have a lot of great qualities and integration options.	I was interested in this CRM system for a while, but implementation was confusing.

Business process management is simply a rule-fast guide to getting a task done. The more tasks that abide by it, the more BPM-friendly a business is. You can use BPM processes for any business project [5], in any department as shown in Table 1.

Table 2 illustrates some motivations for adapting Bitrix24 in business process management [5,16].

5. Conclusion

This paper strongly suggests that the communication is the key for success for any project. It lists the importance of communication, the communication process, the steps to keep communication alive, an effective communication plan, four steps for effective communication, the obstacles in communication, importance of communication in a diverse work group and tips for any individual to communicate effectively in a

team. Finally, it elaborates a case study for the four-step effective communication.

By introducing elements of social networks in the communication and collaboration processes, Bitrix24 system sets different approach to their organization. Although primarily designed to support the sales processes and customer relations, the system sets wider functionalities of business management, incorporating information systems of document management and project management, human resources, accounting and product catalog functionalities; providing atomization of related activities. Guided by the principles of project management, system analyzes complex processes to simple operations that, accompanied with a social networking component, gives a unique approach to organization of business, making Bitrix24 more than just CRM system, but complex business platform.

The research has shown that sustainability business process of enterprises can be predicted using enterprise sustainability indicators. The indicator score can be compared to other business process (including benchmark, as a business process references that has long sustainability) in which sustainability gap between enterprises is obtained.

For future works, several questions still remain to be answered. Like a verbal linkage score, such as what make business process can be classified. The further research of verbal score sustainability should be done to give a better understanding about enterprise sustainability.

Table.2 Motivations for Adapting Bitrix24 in Business Process Management [5,16].

Purchasing and Finance	To maximize income
Human Resources	BPM make it much easier for human resource departments to oversee important employee data, such as training, vacations, hiring, firing, performance reviews, and management of certifications
Marketing and Sales	Process-driven applications will support a business' marketing and sales teams by saving valuable time and resources.
Customer Relations	Employees dealing with customer relations will be able to use BPM workflows to solve issues efficiently and provide clients with information that is up-to-date and accurate.
Features of BPM	How do organizations use BPM technology? Companies invest in BPM software to streamline their business operations - by executing, monitoring, and automating beginning-to-end business processes.
Data Analysis	Making a good business decision relies heavily on having the most accurate and complete information at your disposal.
Automation	Every company uses business processes to accomplish their goals, whether they are fulfilling orders or sourcing strategically across enterprises or supply chains.
System of Rules	To achieve consistent automation, a BPM platform must have rules as a core component.
Device Mobility	BPM technology must be accessible on both mobile devices and desktop computers.
Data Accessibility	The capacity to store and use your BPM software both in the cloud and on your

	premises provides the maximum flexibility for companies needing to store data and processes behind their firewall.
Security	Security is of utmost importance when BPM software drives the core processes of your business.
Inclusive	Collaboration: One of the biggest BPM benefits is its ability to maximize interaction and information sharing among all employees.
Benefits of BPM	Why do companies go through all this bother? According to Forbes, the BPM benefits are tangible and extremely valuable.
Cost Efficiency	In recent years, simply cutting budgets is not viable for businesses responding to leaner global economic conditions.
Satisfied Customers	The modern customer makes serious demands. They need extensive proof-of-concept processes.
Flexibility and Agility	Businesses are relying on the nimbler processes of BPM technology to respond to new trends in the marketplace.
Automation and Integration	BPM software offers solutions to support case management and business process that integrates fully with Project Management.
Automation and Integration	BPM software offers solutions to support case management and business process that integrates fully with Project Management.
Rule Management	Work management is more collaborative and unstructured than ever before.
Process Management	One of the most useful BPM benefits is the ability to customize and re-use workflows - as you need them, wherever you need them
Happy Staff	A rewarding, satisfying work environment can boost staff performance and productivity significantly.

Improved Compliance:	Legislative changes and other factors have made it compulsory for businesses to have a flexible system in place to handle and demonstrate compliance.
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