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**DIGITALIZATION OF COMMUNICATION WITH CUSTOMERS IN THE
AUTOMOTIVE BUSINESS**
(on the example of International holding company «Atlant-M»)

Graduate Thesis
ABSTRACT

Speciality: 1-23 01 15 Social Communications

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ABSTRACT

The object of the thesis is the features of using digital channel in communication with clients in automobile business.

The subject of the thesis is the peculiarities of digitalization of communication with customers in the automobile business in conditions of digitalization.

The purpose of the thesis is to identify features of usage of digital channels in communication with clients in automobile business.

The methodological basis of the thesis was the general scientific method: the method of analysis and synthesis, the method of comparison and description, as well as the particular scientific method used in conducting sociological research (content analysis).

While writing this thesis, we got the following results: the basic concepts of service sphere, communications with clients, and digitalization were studied; the basic channels and tools in digital communication were considered and analyzed; the features of digitalization in automobile business by the example of «Atlant-M» holding; the site of "Atlant-M" holding as a communication channel with clients by functional characteristics was analyzed; the mobile application of «Atlant-M» holding as a communication channel with clients was analyzed in the case of «Atlant-M» holding. The novelty of the obtained results is due to the absence of a comprehensive approach to the use of digital channels by the «Atlant-M» holding.

A wide range of practical applications characterizes the results obtained. The materials of the thesis can be used in the educational process, as well as in the development of strategies for using digital channels and tools for communication with customers for the holding «Atlant-M».

The author confirms that the materials and results of the thesis were obtained based on reliable sources and independently conducted theoretical and practical research.

Key words: service, service sphere, communication with clients, digitalization, digitalization, digitalization of communication, digital channels, digital tools, automobile business, automobile holding «Atlant-M».