

Social networking an aid to Augment CRM

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Abstract:

The uses of modern technologies are in great boom, like internet has become a great boon to work with. Using internet and other social networking sites are helping users to come in contact or be in touch with. Social networking are popular means of communication in the current era of technology. The communication may be between individuals, communities, different group of people, customer and organization. The relationships with any organization and customers can be kept healthy with the help of advancement in the regular approach of CRM & social networking sites. The CRM plays an important role in every organizations growth so to boost so to manage relationship between customer and organization the access to communication from social networking sites can facilitate organization and customers. The main objective of this paper is to show that how social networking & CRM can be used to act as bridges between organization and their customers.

Keywords – Customer Relationship Management (CRM), Social Networking..

Introduction:

The day by day increase of users in different social networking sites can help different organizations to focus on their customers and if the problems of customers could be solved using social networking sites may help organization to achieve the primary goal of many organizations that is customer satisfaction.

As the main advantage of CRM is to maintain the customer satisfaction and if this goal is achieved then it will lead any company to new heights and new profits. So when large number of customers is available at some particular location then it's good for organization to focus on the customers and also attract new customers by making proper advertisements on the social networking sites.

Social Networking is a concept that has given people a common platform, for sharing their news, views and opinions regarding the happenings around them. Social Media fundamentally alter the state of online communication towards a dialogue among web users as well as organizations and their target groups. Also consumers use new media to participate in social networks,

which enables them to create and share content, communicate with one another, and build relationships with other consumers (Henning-Thurau et al., 2010, p 312).

1.1 Social Networking

Social networking is the grouping of individuals into specific groups, like small rural communities or a neighborhood subdivision, if you will. Although social networking is possible in person, especially in the workplace, universities, and high schools, it is most popular online.

This is because unlike most high schools, colleges, or workplaces, the internet is filled with millions of individuals who are looking to meet other people, to gather and share first-hand information and experiences about cooking, golfing, gardening, developing friendships or professional alliances, finding employment, business-to-business marketing and even groups sharing information[1]

1.2 CRM

CRM stands for Customer Relationship Management. It is a process or methodology used to learn more about customers' needs and behaviors in order to develop stronger relationships with them. There are many

technological components to CRM, but thinking about CRM Software in primarily technological terms is a mistake. The more useful way to think about CRM is as a process that will help bring together lots of pieces of information about customers, sales, marketing effectiveness, responsiveness and market trends. CRM helps businesses use technology and human resources to gain insight into the behavior of customers and the value of those customers. [2]

Customer relationship management (CRM) is important to marketers and brands today as they strive to keep their customers from "straying" to opposing brands. Customer relationship management is defined as a process which helps in profiling prospects, understanding their needs, and in building relationships with them by providing the most suitable products and enhanced customer service "Customer Relationship Management". SCRM, which is the combination of social media and CRM, is described as the business strategy of engaging customers through social media with the goal of building trust and brand loyalty (Woodcock et al., 2011, p 52)

1. Current scenario

In the current scenario it has been observed that there are pages available on social networking site like facebook and people are only able to click on the like follow & share button and nothing else can be seen in the most of the cases.

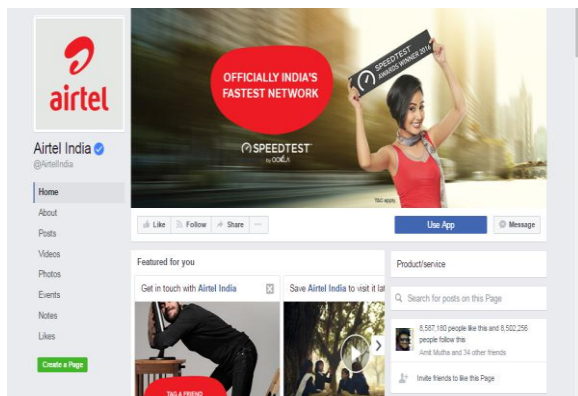


Figure 1. Airtel on Facebook Web page

The current working is as above rather than keeping the website only limited to likes if the

also keep their official website link here that would help or attract more number of customers to visit the websites if possible.

Current working of customers Using social networking sites

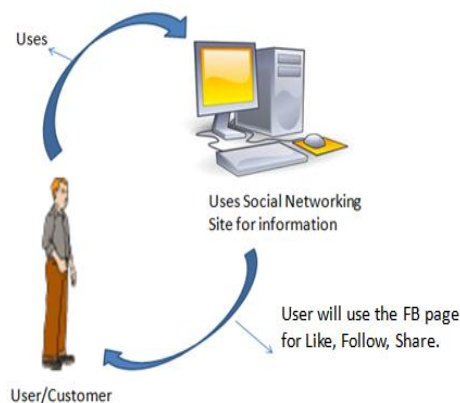


Figure 2. Current Working

2. Proposed System

Today every organization offering products or services, is facing steep throat cutting neck to neck competition in which gaining new customers and retaining existing customers is one of the major challenges. There could be many ways to meet this challenge and one of the potential solutions can be found through Social Networking. The proposed system will help users to do lots of work by visiting only the daily used social networking sites like example face book.

The proposed system will help for following reasons:-

- 1) Easy use of official website :- The official website of any organization can be accessed using the new method of working
- 2) Avoidance of the Cyber Squatting
- 3) Will make more users visit the official website :- suppose the company of motorcycle has made a new website showing features of website will help new users to attract
- 4) More customers can be updated through new schemes:- Like for example a bank is offering loan interest @2 % can market itself on the

social networking site & if any customer will like the scheme then he will share and that can reach to thousands of new customer which is also an important factors of CRM to use. Suppose any user is chatting to some other user on same website if one user can performs some company information then it will become more easy to use.

There might be several questions that when we have google as a search engine then why should we have another way or media to reach the targeted audience or customers .But the reason seems to be bit easier that when people visit that particular page and click on LIKE their might be chance that same people would like to visit once to the official website.

The implementation seems to be bit easy that only the organization that want to focus more on their existing customers and want to add new customers to their database has to focus on the small things which in fact can give big returns to them.

4. Conclusion

Every business enterprise takes hard efforts to explore new areas of potential users and increase their customer base and for this starvation they are always running behind new practices for the same. One such attempt can be aided by Social Networking site which now a day's accessed by almost every user. If this media is efficiently utilized then business can surely reach to more and more customers which directly or indirectly will help to increase business revenue.

Proposed working of customers Using social networking sites

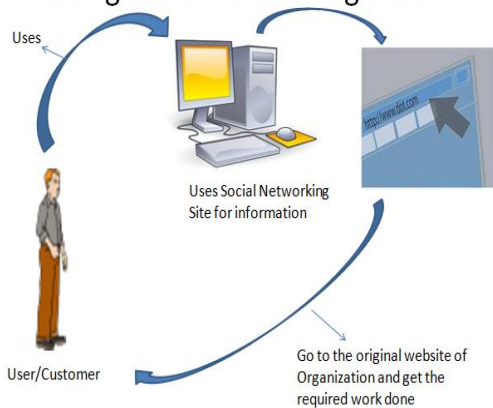


Figure 3. Social Networking Sites Connected to Organizational CRM using links

3. Implementing Social Networking

5. References

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