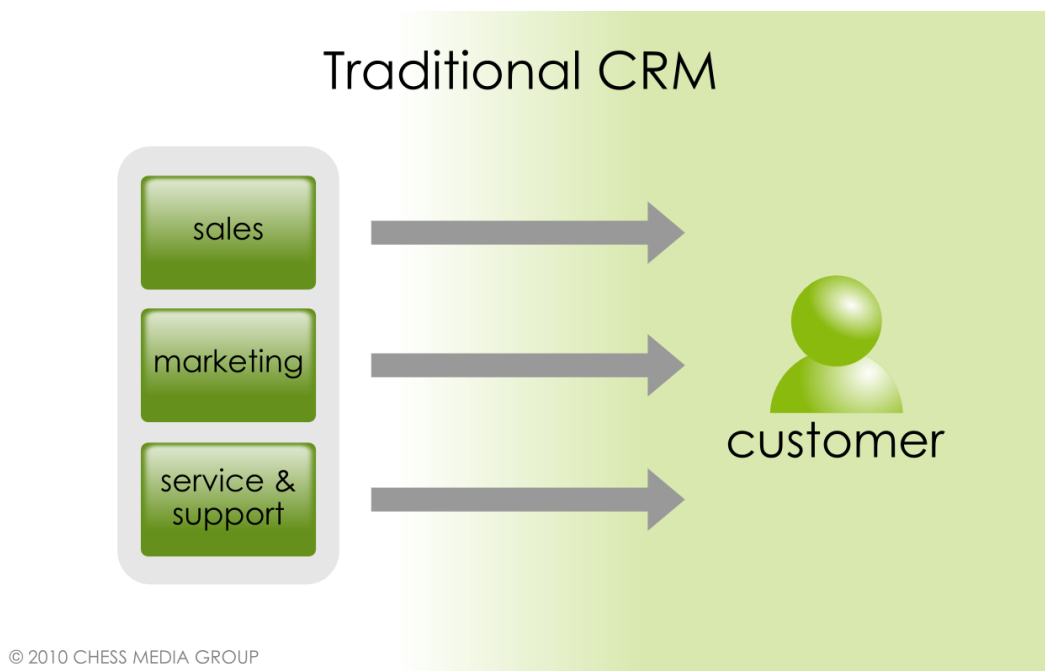


What is social CRM?

Social CRM, or social customer relationship management, is customer relationship management ([CRM](#)) and engagement fostered by communication with customers through [social networking](#) sites such as [Twitter](#) and [Facebook](#).

Social CRM integrates social media platforms with CRM systems to provide insight into customer interactions with a brand and improve customer engagement quality.

Understanding CRM



You can see that CRM has traditionally consisted of one-way communication between a brand and the customer.

CRM is comprised of sales, marketing and service/support-based functions whose purpose was to **move the customer through a pipeline** with the goal of keeping the customer coming back to buy more and more stuff.

Traditional CRM was very much based around data and information that brands could collect on their customers, all of which would go into a CRM system that then allowed the company to **better target various customers**.

Understanding Social CRM

Social CRM



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In this diagram, you can see many of the same elements as in CRM; however, there are a few differences.

PR now has a very active role in social CRM (in fact, PR typically owns budgetary control and authority of social initiatives ahead of every other department). In most organizations, **PR departments manage the social presence of brands and handle the customer engagement.**

The next change we can see is that advocacy and experience are crucial components of social CRM, which all revolve around the customer. In the first CRM image above, you'll see that the customer is not really a part of CRM—there's no collaboration, no relationship.

Traditional vs. social CRM

Social CRM provides different benefits from traditional CRM in that it targets prospective customers through social media platforms and provides more convenient customer service as well as a more personalized marketing strategy.



Social monitoring and social listening provide distinct yet complementary benefits for organizations.

It's also important to note that traditional CRM centers around collecting and managing current customer data. Traditional CRM uses direct advertising to boost sales, collects customer data to target campaigns at specific consumers and aims to retain current customers. In addition, customer service is often automated, and customers share their experiences through word of mouth.

Social CRM is more of a strategy for [customer engagement](#). Social CRM tracks sales communications between customers and businesses, but it also tracks interactions via social media and review platforms. It helps create a pathway to potential customers, provides fast customer service through a consumer's preferred social media platform and enables customers to share their experiences with millions online.

Social CRM metrics

Social CRM tools use the following metrics to measure the level of successful customer engagement:

- **Traffic.** Social CRM measures traffic and conversion rates from social media platforms. This enables businesses to see how many customers visit sites and how those clicks convert into value.
- **Engagement.** Social CRM enables businesses to measure not just clicks, but user engagement with the sites.
- **Level of followers.** Social CRM helps identify active followers and how they do or do not interact with the company's content.
- **Brand mentions.** Social CRM helps measure how many followers are talking about a company or brand and if those customers are sharing their experiences via social media platforms.

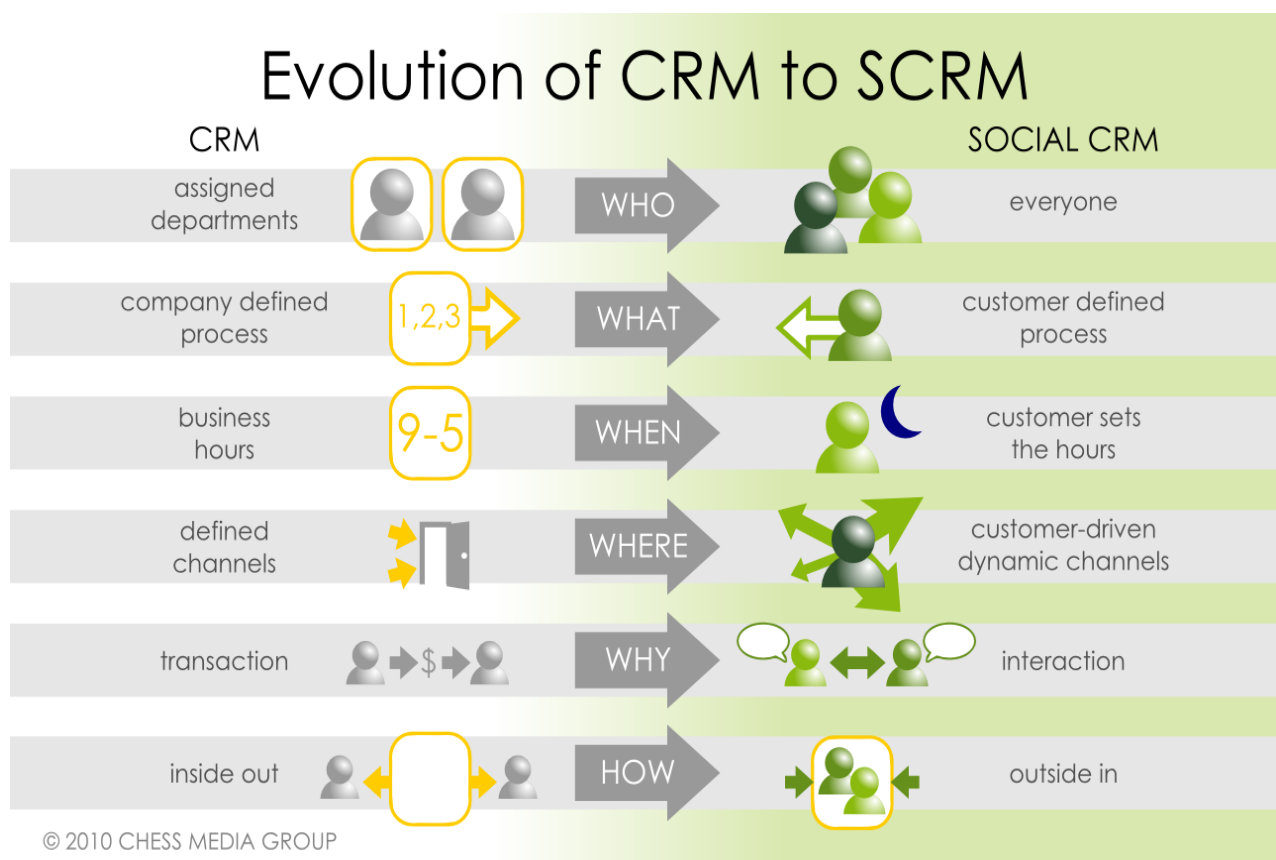
Examples and benefits of social CRM

Companies rely on social CRM to collect data on customers, engage with new customers and build customer loyalty. Customers can be categorized based on their buying needs, habits and purchase history, as well as their feedback on products and services, which enables companies to provide personalized customer service.

Here are some examples of social CRM in action, as well as its benefits:

- A business -- or even a customer -- creates a fan page for the company or product on Facebook. People who like the brand and the way it conducts business will sign up as fans, creating a venue for communication, marketing and networking.
- A business can quickly get information out to users who are interested in the company or its products.
- A business can follow conversations about its brand for real-time market data and feedback.
- A customer can easily tell a company -- and everyone else -- about their experiences with the company, whether those experiences are good or bad.
- Using [social media monitoring](#) tools, a business can respond very quickly to negative feedback; attend to customer problems; and maintain, regain or rebuild customer confidence.
- A customer can use social networking sites to offer ideas for future products or tweaks to current ones.

Why The Evolution Happened



Important points to consider when thinking about social CRM.

- **Social CRM is first a strategy** that is often supported by various tools and technologies. The strategy is based around customer engagement and interactions, with transactions being a byproduct.
- *Social CRM* is still about CRM (but evolved), meaning **a back-end process and system for managing customer relationships** and data in an efficient and process-centric way.
- Social CRM will **mean different things to different organizations**. The key is being able to understand the business challenge you're looking to solve, and then solving it.
- Social CRM is one component of developing a *social* or *collaborative* business, both internally and externally.

References:

- https://www.sas.com/en_in/insights/big-data/what-is-big-data.html
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