

IMPACT OF SOCIAL MEDIA ON CUSTOMER RELATIONSHIP MANAGEMENT PERTAINING TO COVID-19

MAUREEN PRIMROSE LAL

Jamia hamdard (Deemed to be University) School of management and business studied

Department of management

Email id- theacademicpoint@gmail.com

ABSTRACT

The fact that customer relationship marketing has mushroomed out to benefit and give a competitive edge to the companies practicing it. CRM has moved its branches pertaining to just customers being just traditional marketing to other aspects of business and helping attract goodwill to the company by bringing human touch to the users of the product.

CRM has traditionally just associated itself with companies managing relationship with customers. The rise of social media playing a role in almost every aspect of life has connected and empowered the customers to look and expect beyond and covid 19 has surely paved its way in showcasing how important this branch of marketing is.

Majority of the data in this report are obtained from secondary source of information mostly from their official website.

The unification of social media and CRM has created drawbacks and opportunities which are dealt with in this report discussed and analyzed upon how social media engagement affects the core areas of CRM and supporting business areas before and after covid 19.

INTRODUCTION

WHAT IS CUSTOMER RELATIONSHIP MANAGEMENT (CRM)?

CRM is a business strategy that aims at understanding, anticipating and managing the needs of an organizations current and potential customers. It is a blend of people process and technology. This integrated approach to managing relationships by concentrating on customers retention and relationship development. This approach which provides seamless integration of areas in business that touches the areas of marketing, sales, customer service and field support.

The expression Customer Relationship Management CRM have become a standard terminology, replacing what is generally perceived to be misleadingly narrow term, relationship marketing.

CRM is concerned with creation, development and enhancement of individualized customer relationships with cautiously targeted customers and groups resulting in maximizing their total customer life time value.

WHAT ARE THE OBJECTIVES OF CRM?

The most prominent objectives of CRM are as follows-

1. Improve customer satisfaction
2. Expand the customer base
3. Enhance business sales
4. Improve workforce productivity

CRM DURING COVID-19

Since the outbreak of covid -19 in 2020 many businesses have either shut down or have experienced significant losses. The companies are left with the only option of retaining their customers which may have helped them during the time of crises. CRM practices proved to be beneficial for the enterprises during covid-19 pandemic. CRM software enabled organizations to analyze customers interaction bring specifically designed to collect customer information, product and services preference appointment and so on addition to benefiting from CRM such as minimized data entry polish functionality, growth, revenue generation and informed communication CRM has enabled the businesses to stay connected with customers and streamline operations accordingly. Offering advantages such as customers mapping from initial discovery to PPD interaction, report generation and helpful statics on historical customer behavior data.

With obligatory curfews, lockdown and citizen advised to stay at home to prevent the spread of covid-19 in turn affecting day to day lives and business operations and markets impact amidst covid-19

The discipline CRM witnessing a strong demand mainly due to its ability to capture concise and crisp customer information as people whirling towards web-based services touching all our life's from delivering of food, shopping, education, advice, and entertainment along with CRM systems, marketing has emerged stronger than before attaining its practicality through theoretical visuality.

According to an article of market research future" a report illustrating that 67% of internet users are interacting with companies that they are interested in through social media. Online shopping attitudes have gone up during lockdown from 38% in 2019 to 44% the current year. Expected overall technology purchase from 2.6% in 2020 to 3.4% in 2021 thus increasing demand of computer and communication equipment, software, tech consulting and systems integration services, outsourcing and maintain service. The deployment has drastically increased from 12% in 2008 to 87% in 2021.

Today's CRM system focused more into the depth of contacting with customer over other platforms (social media) elementing the data capture automation, dynamic content creation, segregation tracking customer using social media to ensure that the right message is getting to the right person at the right time on the right channel.

WHAT IS SOCIAL CRM?

Customer relationship management is an ever-growing domain and with the interaction of social media, it has changed the dynamics of the play. Social customer relationship management or social CRM is a unique part of the CRM family along with its unique interface mainly Facebook, YouTube, Instagram, LinkedIn, Twitter and more, are now the platform where businesses engage with customers.

Social CRM focuses on customer engagement and performing business activities on such social media platforms. These tools are extensively used by business executive and consider social media applications and tools important for business.

Day by day social media is becoming a domain of investment and interested businesses have acknowledged its caliber to maintain a durable relationship. Firms are now integrating social media and CRM to understand the customers and interests simultaneously. Traditionally the notion that surrounds CRM is that it is a combination if technological solution to the existing organizational process and a culture aiming to manage customer relations.

Today with advancement in almost every aspect of life and business and the natural inclinational towards social media technologies not only being a medium of entertainment but also business CRM had a chance to grow and prosper. The relation properties and interactive base was perfect for CRM to embed itself into the applications of social media along with the basic principle of CRM i.e., to maintain relationships and bring business to companies. A Social CRM in other words is an "omni-channel"- ongoing and smooth interaction across channels, starting off on one channel and left on another. This meets the requirements of the new age customer who is always on various social media platforms and expects quick situation matching their lifestyles.

WHY SOCIAL CRM MATTERS?

Social CRM matters as it consists of futuristic facets that can affect a company's well-being. As the market is now being customer centric with an online presence, social media has taken the power and control from the business and puts them in the hands of the customer and the best aspect of it is that customers initiate conversation and interact with the business at their leisure.

Social media assistances in maintaining a good customer relation along with its feature of interaction and a unified experience regardless of what channel they choose to interact on. Customers are more likely to recommend a brand to their peers if they have had a good experience with the customer service on social media. It is very common in today's era to have a social media profile.

Social CRM matters as it is an in-house help that facilitates communication and collaboration across business units and allows a customer centric cycle of sales. Its ability with internal liaison to follow, like and sale brings the transparency between organization and customers to a greater level. It takes CRM tools on step ahead.

Social CRM gives business the ability to see, adjust and create a sense of belongingness whilst talking in real time and engage into a benefited conversation for both parties. It is important for businesses to understand social media because it is popular among consumers and organizations. In 2013, over 70 percent of online adults were using social networking sites (PewResearch 2014). Other online sources suggest that Facebook (2014) has over 1.2 billion users worldwide (McMillan 2013). Twitter attracts 135,000 new people every day (StatisticBrain 2014). Research has revealed that 86 percent of the 100 largest companies use social media sites such as Facebook, Twitter, YouTube or blogs (Deepa & Deshmukh 2013). Furthermore, studies have found that customers who engage with organizations over social media are more loyal and spend more with those businesses (Nadeem 2012).

Business needs social CRM because of its dynamic profile to fit in and engage along with connecting and putting it to good use by disseminating the information with a global reach and also across teams, including customer services, marketing and sales

During COVID-19 social CRM was the need of the hour and actually showed why it matters and its caliber to affect and a shift in focus.

COMPONENTS OF SOCIAL CRM

One can come upon many distinctive parts of SCRM as we tend to begin researching or begin mistreatment social media CRM tools. Let's see

1. SENTIMENT ANALYSIS

While in spoken language, we tend to sort our feelings, our sentiment into it i.e., either positive or negative. Every human is guided by instinct and sentiments that is controlled by our surroundings, thoughts, emotions, stress and strain etc. Customer relationship management in social media contains the entity of the client expertise, that features that person's/customer satisfaction or discontent.

How is the customer's sentiment determined if we tend to see then it's obvious that social CRM software package will show its heart with sentiment analysis?

Using SCRM, we are able to do on the top hairdressing while not having to place a lot of human effort towards the task.

Sentiment analysis is like holding up a charming seashell close to our ears from wherever we tend to hear the voice of consumers. No software package is 100% excellent. Typically, a software package will miss irony, metaphors, sarcasm, and nuances that we tend to humans perceive.

2. MACHINE LEARNING

Machine learning sounds chilling; however, one must perceive to face the technology sooner or later as this is often the demand of the time and future.

Artificial Intelligence or AI uses the algorithms that machine learning studies will predict future trends mistreatment current knowledge.

3. TEXT MINING

Text analytics, text data processing or—more simply—text mining encompasses a similar idea to sentiment analysis. Here the companies tend to dissect knowledge for the sake of finding mood patterns over the short- and long-term analysis. It's less regarding establishing a client voice then and more regarding distinctive customer's mood modification.

Questions like, does our client like our new product or not however did something happened to bitter their perception? Have once-reluctant customers return around and adjusted their mindset?

With text mining companies are able to conclude with reply to such queries.

1. NATURAL LANGUAGE PROCESS

Ultimately, there's a language process system. This could sound rather like sentiment analysis and text analytics, however with slight distinction. For instance, language process focuses additional on adjectives, verbs, nouns, and different speech. Natural language process works for social media particularly well. why? As mentioned, this way of SCRM encompasses a robust ability to handle and comprehend random text. in fact, the AI will even take under consideration word omissions, misspellings, and unfamiliar with text, all of that square measure common on social media. When combined with text mining and sentiment analysis we tend to get the sensation, voice, and that means of client messages on social media whereas mistreatment SCRM.

LITERATURE REVIEW

The study briefly reviews the existing literature in the area of Social CRM.

SOCIAL CRM

- Eurasian J Anal Chem 2018;13(6):emEJAC181150 Dr. Lokesh Arora, Bhuvanesh Kumar Sharma.** Social CRM is the new buzzword and an effective way to handle this innovative change. Social Customer Relationship Management (Social CRM) is an emerging concept that incorporates traditional CRM and social media. SCRM is equally beneficial for organization and customers.

Acker, Grone, Akkad, Potscher & Yazbek, 2011; Greenberg, 2009a; Stone, 2009; Woodcock, Green & Starkey, 2011b. There is a general consensus in the academic literature that the objectives of social CRM are to build 'trust' and establish customer 'loyalty' While these particular objectives are also included in traditional CRM, the practices differ in that social CRM provides businesses with additional new and potentially effective channels by which to identify, interact and engage with customers (Woodcock et al., 2011b). Whilst traditional CRM helps manage customer relationships, it does not help build mutual trust on any significant scale between the organization and customers due to the limitation of interactions (face to face) and traditional communication channels (e.g., telephone and mail)
- Woodcock, Broomfi, Downer & Starkey, 2011a.** In social CRM, in contrast, a company has the opportunity and means to join and belong to the customer's digital ecosystem. In other words, customers are not seen as a target, but rather as client who is involved in relevant conversations with a business. By observing customer conversations regarding the business and also engaging in discussions with customers, additional data of significant relevance can be collected to support customer management, customer service, product design, business processes and so on.
- <https://codleo.com/blog/DECODING-SOCIAL-CRM->** Social Customer Relationship Management or Social CRM is defined as the method and implementation of customer relationship management tools over various social channels. A Social CRM is more comprehensive and free-flowing as compared to CRM (which are transaction based, operates via fixed channels, compartmentalized by teams and automated through processes). A Social CRM is in other words an "omni-channel"- ongoing and smooth interaction across channels, starting off on one channel and left on another. This meets the requirements of the new age customer who is always on various social media platforms and expects quick engagement matching their lifestyles.
- Askool & Nakata 2011; Greenberg 2009; Jekimovics, Wickham & Danzinger 2013 Acker et al. 2011, p. 4.** With the development of Web 2.0 technologies, a new type of 'social customer' has emerged that requires a new way of approaching customer relationships. Social media has enabled new ways of building relationships with customers, which is replacing traditional CRM practices. As such, traditional CRM tools are no longer

adequate to engage social customers (Greenberg 2010). Furthermore, some of Australia's largest firms are using social media but are failing to realize its full potential because they fail to develop meaningful customer relationships (Jekimovics, Wickham & Danzinger 2013). In response to finding ways of using social media to manage valuable customer relationships, academics have recently started to develop a new research field called Social CRM.

RESEARCH METHODOLOGY

INTRODUCTION

Research is the systematic process of collecting and analyzing information in order to increase our understanding of the phenomenon about which we are concern or interested. Research therefore has an integral part of the academic pursuits. It has served two purposes intellectual sharpening and evolving new theories to explain phenomenon.

RESEARCH METHODOLOGY

The researcher has selected the three major apparel outlets for the study of “**IMPACT OF SOCIAL MEDIA ON CUSTOMER RELATIONSHIP MANAGEMENT PERTAINING TO COVID-19**” and for achieving of the above objective.

The research design is descriptive in nature. Descriptive analysis aims to accurately and consistently describe a population, scenario or development. It will answer what, when, where, once and the way queries, however not why queries.

For the dissertation the data collection sources are as follows:

PRIMARY SOURCES: Questionnaires
Observation

SECONDARY SOURCES: While the secondary source of information is internet and reference books.

The data is represented through bar graphs, pie charts and tables.

SCOPE OF THE STUDY

This scope of the study is important as it gives a review of the extent at which the dynamic branch of CRM and Social CRM can go and have a potential growth in the near future along with establishing a causal relationship with development.

The unification of social media and CRM has created its own set of drawbacks and opportunities during the pandemic and ascertaining new grounds of growth. This report is a small trial to know the opinions of the people toward Social CRM. The proclivity of digitization due to the pandemic had forced people to get on board with tech and internet reaching to each and every aspect of living. Acknowledging the likely continuation of the fear surrounded with social interaction but the market being customer centric especially during the pandemic, it is crucial to understand the impact of Social CRM pertaining to Covid-19 This report is just a small try and open for further discussion and in-depth study.

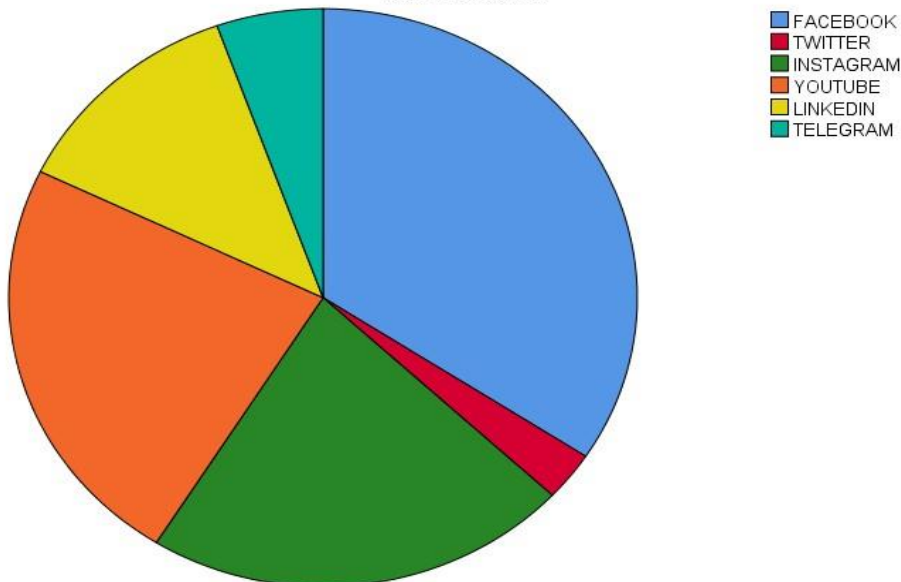
DATA ANALYSIS

In this chapter the results from the questionnaire and the collected data from the secondary sources has been discussed. The data that has been collected through the questionnaire is analyzed to see its sustainability with regards to the study.

The data shown below is the best representation of the ultimate objectives of this research pertaining to the observations of the research. This linking is helpful in to understand the topic in both practical and theoretical aspect.

OBJECTIVE 1- To determine the inclination of social media on CRM

WHICH SOCIAL MEDIA WEBSITE DO YOU SEE COMANYS USE TO INTERACT/CONNECT WITH ITS CUSTOMERS?



WHICH SOCIAL MEDIA WEBSITE DO YOU SEE COMANYS USE TO INTERACT/CONNECT WITH ITS CUSTOMERS?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid FACEBOOK	25	34.2	34.2	34.2
TWITTER	2	2.7	2.7	37.0
INSTAGRAM	16	21.9	21.9	58.9
YOUTUBE	17	23.3	23.3	82.2
LINKEDIN	9	12.3	12.3	94.5
TELEGRAM	4	5.5	5.5	100.0
Total	73	100.0	100.0	

Social media platforms are an important source through which CRM activities like collection of data to retain customer, determine brand loyalty and collect feedback etc. are done.

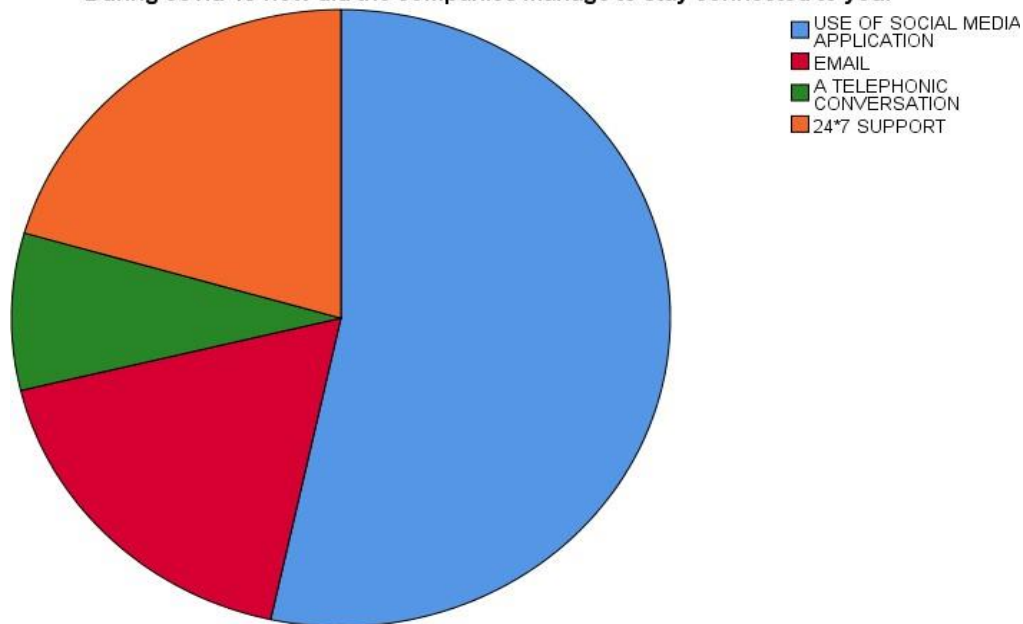
FACEBOOK is the most desired and famous platform used by companies to interact/connect with customers, hence shows the inclination of social media on CRM.

OBJECTIVE 2- To ascertain the repercussion of covid-19 on Social CRM.

During covid-19 how did the companies manage to stay connected to you.

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	USE OF SOCIAL MEDIA APPLICATION	39	53.4	53.4	53.4
	EMAIL	13	17.8	17.8	71.2
	A TELEPHONIC CONVERSATION	6	8.2	8.2	79.5
	24*7 SUPPORT	15	20.5	20.5	100.0
	Total	73	100.0	100.0	

During covid-19 how did the companies manage to stay connected to you.



Use of social media applications is the method used by companies to stay connected during covid 39 respondents from 73 have chosen this option to be the best fit.

Correlations

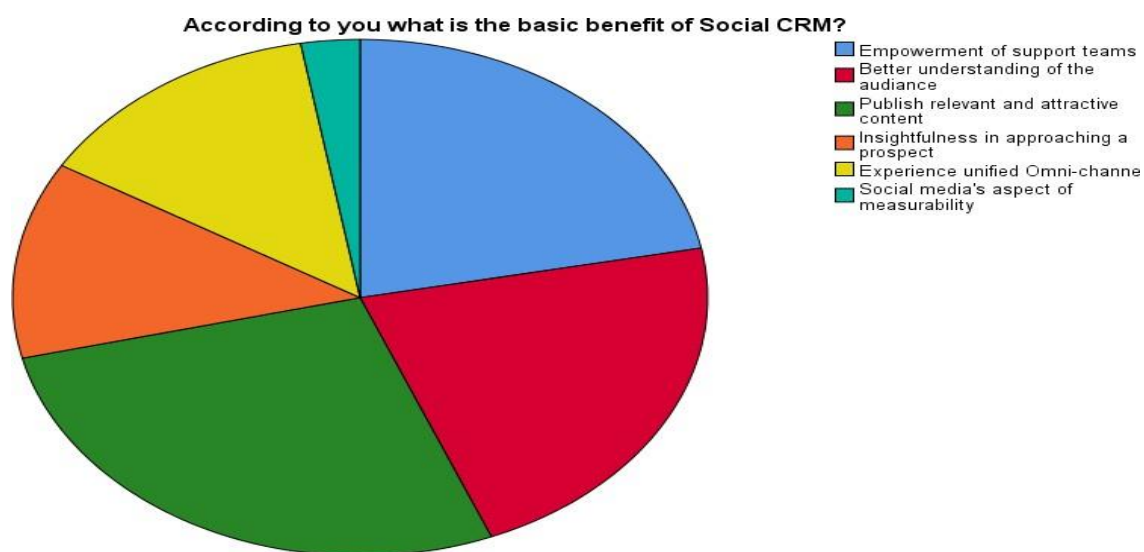
Rate the statement" Social CRM: The key to drive sales and loyalty after covid-19:	Pearson Correlation	1	-.242*
	Sig. (2-tailed)		.039
	N	73	73
DO YOU THINK THAT DURING COVID-19 COMPANIES HAVE HEAVILY RELIED UPON SOCIAL CRM TO STAY CONNECTED WITH CUSTOMERS?	Pearson Correlation	-.242*	1
	Sig. (2-tailed)	.039	
	N	73	73

*. Correlation is significant at the 0.05 level (2-tailed).

The above correlation table showed, a significant level of repercussion of Covid-19 on Social CRM established from the statement and question relating to the objective. The significance of the statement $r = -.242$, $p = .039$ and the question $r = -.242$, $p = .039$ have the same level of significance .39 that is higher than .05.

Hence the study rejects null hypothesis and accepts alternate hypothesis stating that there is a significant repercussion of Covid-19 on Social CRM.

OBJECTIVES 3- To analyze the various elements influencing the preferences of Social CRM.



According to you what is the basic benefit of Social CRM?

Frequency			Percent	Valid Percent	Cumulative Percent
Valid	Empowerment of support teams	16	21.9	21.9	21.9
	Better understanding of the audience	16	21.9	21.9	43.8
	Publish relevant and attractive content	20	27.4	27.4	71.2
	Insightfulness in approaching a prospect	9	12.3	12.3	83.6
	Experience unified Omni-channel	10	13.7	13.7	97.3
	Social media's aspect of measurability	2	2.7	2.7	100.0
	Total	73	100.0	100.0	

Publish relevant and attractive content as the benefit attribute in preference of Social CRM. Both empowerment of support teams and better understanding of the audience has 21.9% favor from the respondents in comparison with the remaining of the benefits of Social CRM.

Correlations

		Covid-19 has negatively impacted Social CRM.	Covid-19 has positively impacted Social CRM
Covid-19 has negatively impacted Social CRM.	Pearson Correlation	1	-.182
	Sig. (2-tailed)		.122
	N	73	73
Covid-19 has positively impacted Social CRM	Pearson Correlation	-.182	1
	Sig. (2-tailed)	.122	
	N	73	73

Objective 4 – to understand the impact of covid-19 on Social CRM.

The above statements analyzed to understand the impact of covid-19 on Social CRM is a positive correlation from the statement variable.

As visible from the above correlation table the significant p value is .122 that is higher than 0.05. hence failing to accept null hypothesis i.e., there is a significant impact of covid-19 on Social CRM.

Correlations

		Companies use Social CRM to only generate prospects.	Social CRM is used widely to maintain/grow customer loyalty.	Is Social CRM a strategy that can change the dynamics of relation maintenance post covid-19.
Companies use Social CRM to only generate prospects.	Pearson Correlation	1	.556**	.475**
	Sig. (2-tailed)		.000	.000
	N	73	73	73
Social CRM is used widely to maintain/grow customer loyalty.	Pearson Correlation	.556**	1	.699**
	Sig. (2-tailed)	.000		.000
	N	73	73	73
Is Social CRM a strategy that can change the dynamics of relation maintenance post covid-19.	Pearson Correlation	.475**	.699**	1
	Sig. (2-tailed)	.000	.000	
	N	73	73	73

** . Correlation is significant at the 0.01 level (2-tailed).

From above data it shows that null hypothesis is rejected and alternate is accepted as the p value of the statements are above the significance value. Stating that there is a relation btw elements of Social Media and CRM

FINDINGS AND RECOMMENDATIONS

FINDINGS

1. Social CRM has yet to get the recognition it deserves. As seen from the analysis people's reluctant approach in filling the questionnaire showed their knowledge about the topic.
2. The accumulation of social media in CRM has a bright future as companies use it to the maximum to attain their results. Social CRM software like ZOHO and SALES FORCE are amongst the top software's used by firms. Thus, exhibiting the popularity and interpretations to strategies CRM for company's growth. Social CRM isn't just to follow your customers on social websites and to get them to like the company's page, but about creating a value added to the relationship in both directions.
3. Covid-19 had a significantly positive impact on the CRM and the use of social media to lessen the negative effects, and stay connected with the customers. Companies once underestimated the value of CRM but during the lockdown CRM showed its real worth in rearranging, sustain and growth the relationships with the consumers.
4. The integration of Social Media and CRM helped to achieve and sustain productivity, customer experience along with access to new data adjusting with the new normal.
5. Advertisers have embraced social media platforms to associate and share with customers for improving products and perceptions. These also help businesses to manage customer grievances, requests, and inquiries.

CONCLUSION

This paper gives a very slender touch of Covid-19 on Social CRM. With a growing economy and shift to digital platform's along with changing dynamics of a country and its people a youth heavy center base digitalization and has reached to every aspect of human and technology touching lives and its ability to be omnipresent radical and increase the connectivity has surely craved out a way and be imperative now. With strict government-imposed lockdown the companies had to find a new way to maintain their present and connect with their customers.

Companies using SCRM understood the unspoken meaning of it during the times of pandemic. They understood the power social media platforms have and the supremacy that if used well can be profitable for both businesses practicing Social CRM and for the consumers.

The topic of this article is in optimistic direction and surely Social CRM is the new CRM unifying tradition CRM in an obvious and positive manner helped companies in staying present during the pandemic.

REFERENCES

- <https://codleo.com/blog/DECODING-SOCIAL-CRM>
- https://eprints.utas.edu.au/22607/1/Swarts_whole_thesis.pdf
- https://www.researchgate.net/publication/282577306_Social_CRM_A_Review_of_the_Literature_and_the_Identification_of_New_Research_Directions
- https://www.researchgate.net/publication/268812838_Social_media_as_a_customer_relationship_management_tool_within_the_building_and_construction_industry#pf4a
- <https://www.diva-portal.org/smash/get/diva2%3A821090/FULLTEXT01.pdf>
- <https://www.salesforce.com/eu/learning-centre/crm/social-crm/>
- <https://www.engagebay.com/blog/social-crm/>