

Chapter 32

Role of Media Agencies to Implement Social Customer Relationship Management Among Malaysian Organisations

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ABSTRACT

This chapter aims to examine the effects of different media agencies on the new media-based customer relationship management of Malaysian organisations. The review provides an essential investigation of the concept, beliefs, points, and execution approaches of social media-based customer relationship management (CRM). In any case, every one of the organisations is not equipped to do such examination independently, so they need to take help from outsider organisations like social media-based CRM vendors, for example, media agency, the organisations that helps them to achieve the desired CRM goals. Hence, to understand the potential of social media-based CRM, it is essential to investigate the different purposes of social media-based CRM vendors and their effect on organisational performance. The information for the examination collected from four such organisations operating in Malaysia that perform activities related to social media-based CRM through semi-structured in-depth interviews.

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INTRODUCTION

Customer relationship management (CRM) is usually visible as a hard and fast rule for philosophies, techniques, systems, and technologies that help corporations to manage their customers' exchanges and relationships (Greenberg, 2010a). The social media revolt has recently empowered the customers to expect and additionally demand to participate, structure actively, or even "promote" their very own reviews. However, research and preparation have failed to offer extensive theoretical background and reasonable direction on how technology is renovating CRM. Technological advances, the social media revolution, and their outcomes on consumer behaviour have revolutionised CRM (Bowen & Chen McCain, 2015; Sigala, 2018; Trainor, 2012).

Social media have changed how people interact with others, groups, and communities. The organisations currently have lost control of the customer relationship. Now, the customers claim, manage and drive the conversations, and in this manner, they impact the brand image and relations (Sigala, 2018), which in return determine how the enterprises must personalise their involvements and expand customer relationships (Lipiäinen, 2015). Social media have additionally brought new customer-centric instruments that empower customers to interact with others and with companies for exchanging resources and co-creating value in distinctive ways (e.g., Digital word-of-mouth, crowdsourcing, service innovation, and reputation building) (Ahuja & Medury, 2011; Mosadegh & Behboudi, 2011; Sigala, 2011). It is widely accepted (Choudhury & Harrigan, 2014; Harrigan, Soutar, Choudhury, & Lowe, 2015; Lehmkuhl & Jung, 2013; Lipiäinen, 2015; Trainor, 2012) that the reasonableness of social media permitting the customers and the organisations to interact in cooperative relationships for co-creating marketing efforts and consumer stories represents the substantial driving force and the brand new social dimension of CRM (Sigala, 2018). While firms are gaining ground in setting up internet-based social programs, they are much less positive about placing them enthusiastically (Baird & Parasnis, 2011).

Traditional CRM techniques are not organised to address this new social medium. They are supposed to deal with the customer relationship utilising conventional channels, customarily from the corporation's standpoint (Baird & Parasnis, 2011). A principle goal of traditional CRM is to get a great incentive from the customer when the relationship is active. In the present situation, in which the customer is in charge, Social CRM is rising as a methodology for handling the exchange, not the customer. As Paul Greenberg, a regarded author in this area, wrote in his e-book, CRM at the speed of light, "*The primary rule for Social CRM's prosperity is altogether unique from its ancestor [...] traditional CRM depends on an inside operational way to deal with over sees customer connections successfully. In any case, Social CRM depends on the capacity of a company to meet the individual motivation of [its] customers, while simultaneously, meeting the goals of [its] claim field-tested method. It is long past for customer engagement instead of a customer on the board*". (Greenberg, 2010a). As a stage for consumers to connect with and affect one other, web-based lifestyles have a greater straightforward effect on brand networks, and they produce better response rates and customer engagement stages than conventional marketing methodologies that give attention just on the firm–purchaser relationship (Trusov, Bucklin, & Pauwels, 2009).

The existing social customers, empowered with knowledge and a keen audience, can intimidate and confuse numerous groups. With social media, businesses can have more channels where they could reach customers in less face-to-face manner. Businesses need to get up to compete via adjusting and personalising their messages to various audiences on various channels, which include Twitter, Facebook, Pinterest and managing social channels is the essential idea behind social media-based CRM. Affecting the customer is exceptionally essential to the success of any social media-based CRM strategy. This

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