Chapter 3
Social Customer Relationship Management (SCRM):
A Strategy for Customer Engagement

Ameen Al-Azzam
Technical College in Tai'f, Saudi Arabia

Rawan Khasawneh
Jordan University of Science and Technology, Jordan

ABSTRACT

The organizations reach to their objectives by adopting an effective customer management strategy. Today, organizations have become aware that to reach their objectives its must focus on customer relationships, engagement and retention, not only to increase their market share. The development of information and communication technology (ICT) and in particular social networks enables an important communication tool with customer. Improving customer relationship by using social network is called social customer relationship management (SCRM). SCRM focused on establishing new channels with customers for better understanding of customers needs and build a long-term relationship with them. This chapter explores social customer relationship management and its general concepts including social media and customer relationship management. Also, it reviews the context of SCRM that aims to enhance customer relationship and make customers much more engaged. Conclusions and proposed future work are stated at the end.

INTRODUCTION

Nowadays social networks are considered as an important communication tool that should be utilized by organizations in improving their relationships with customers in order to make them more engaged and satisfied. Such usage of social networks in customer relationship management is called social customer relationship management (SCRM) which focuses on the strategies, processes and technologies organizations use to link social networks with CRM strategy.

Social media evolution leads to change in the way the organizations engage with their customers; it enables customers to connect, communicate, buy, filter out advertising, compare prices with competitors, and share negative or positive opinions with a global audience. Most organizations are moving toward integrated social media with their traditional CRM programs. Social CRM is considered as a good way for organizations to build a strong relationship with customers, and increase their satisfaction level.

This chapter illustrates the use and integration of social network in customer relationship management and how much this integration is important in organizational business strategy to enlarge customer engagement. An exploration of customer relationship management and social networks is presented in the chapter along with a focus on social customer relationship management and how it can be used to enhance their customer relationship management.

This chapter is divided into three sections where section one reviews customer relationship management (CRM) in general; its definitions, categories, dimensions, processes and other related concepts. Social media in general, its definitions, uses and categories, is described in the second section. The third section focuses on social customer relationship management (SCRM), its dimensions, approaches, and the differences between traditional CRM and Social CRM in addition to an exploration of the role of SCRM in increasing customers' engagement level.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM): AN OVERVIEW

CRM term refers to building a customer-oriented culture where IT applications are utilized to enhance profitability and retain customers, so basically there are three main elements of any CRM strategy/initiative which are: people, process, and technology. CRM is a strategy where the customer is the king; it is all about a strategy where the main focus is the customer (Rababah, Mohd, & Ibrahim, 2011).

The literature shows that customer relationship management systems can be classified into three main categories: analytical, operational, and collaborative CRM

12 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/social-customer-relationship-management-scrm/171477

Related Content

Mythologization of New Media Organizations Illustrated With the Example of Google
Monika Ewelina Hapek (2019). *Myth in Modern Media Management and Marketing (pp. 69-90).*
www.irma-international.org/chapter/mythologization-of-new-media-organizations-illustrated-with-the-example-of-google/229352

Introduction: Academic E-Branding for Improving University Reputation
Ariana Daniela Del Pino, Maria Nuria Lloret Romeroand Freddy Ronald Veloz de la Torre (2021). *Improving University Reputation Through Academic Digital Branding (pp. 1-12).*
www.irma-international.org/chapter/introduction/266598

Mandate for Higher Ed Leaders: Effective Fundraising and Resource Development
Morgan R. Clevenger (2018). *International Journal of Technology and Educational Marketing (pp. 48-66).*
www.irma-international.org/article/mandate-for-higher-ed-leaders/207684

A Closer Look at Direct Carrier Billing: Identifying the Determinants of Purchase and Use of a Mobile Game
Lorena Herrera López (2020). *International Journal of Online Marketing (pp. 18-40).*
www.irma-international.org/article/a-closer-look-at-direct-carrier-billing/263044

Enhance Customer Engagement via Facebook Fanpage for Increased Purchase Intentions: Case of eWallet
Mansi Guptaand Alka Sharma (2021). *International Journal of Online Marketing (pp. 62-77).*
www.irma-international.org/article/enhance-customer-engagement-via-facebook-fanpage-for-increased-purchase-intentions/268406