Chapter 6
Social Media as Social Customer Relationship Management Tool:
Case of Jordan Medical Directory

Wafaa A. Al-Rabayah
Independent Researcher, Jordan

ABSTRACT

Customer Relationship Management (CRM) is the process of managing a business's interaction with current and future potential customers. This instrumental case study aims to study and explain the role of social media as Electronic Customer Relationship Management tool (ECRM) in health care and tourism context by using Jordan Medical Directory company as a case study, we identified how using social media in communicating and managing customer's requirements as eCRM technique affects institution efficiency, the result proved the significant positive role of social media in managing customers relation starting from acquisition, passing by retention, and finally termination, data collected through personal and phone interviews in a time frame of one month.

INTRODUCTION

Medical tourism is the concept applied on travelling people from their country to another country for medical treatment purposes, either due to cost problems or to achieving a better experience either through better doctors or medical centers that are not available in their own communities (Horowitz, Jeffrey, & Christopher, 2007). Based on IMTJ Medical Travel Awards, Jordan present a wise and smart choice to rely on, due to their Private Hospitals Associations, highly qualified doctors and highly efficient equipped medical centers, Jordan attracts up to 250,000 international patients in 2012, with total revenues exceeding 1B US$, and won the Medical Destination of the year award in 2014, and was nominated to the position of International hospital of the year (IMTJ, 2014).

Medical tourism reflects a wide range of concepts and areas, where the main objective of the process is to gain medical care in all forms, either as routine checks, attending regular appointments, applying tests and simple surgeries, or more serious processes; patients still intended to gain more benefits of their travels by visiting tourism sites. Recently, this has created an evolutionary trend in Jordan, where an increasing number of licensed private businesses applied these services, where it creates huge benefits: economic wide, tourist wide, and social wide. To insure success in this domain, decision makers and managers should distinguish their services among other competitors, hence customers "patients" are the leader power of this business; then creating sustainable, robust, and efficient relationships with customers create main dimensions in any strategy.

Customer Relationship Management (CRM) can be defined as the process of building a long sustainable relationship with current customers, encourage them to retain to business, and to attract new customers, by providing extra benefits and attention to customers and getting back extra revenue for the business (Injazz & Popovich, 2003). Information technology had provided a revolution in managing business in general including managing customer's relationships, to manage this process electronically (Winer, 2001), creativity utilization of eCRM will enable institutions to: collect and analyze customer pattern data, customer behavior interpretation, products/services delivery to customers, and development of service-level increase models (Winer, 2001; Bahrami, Ghorbani, & Arabzad, 2012; Godfrey, Seiders, & Voss, 2011), customers and suppliers satisfaction can be enhanced by the following marketing and supply management tools (Hüttinger, Schiele, & Veldman, 2012):

1. Collecting extensive volumes, long-term commitments, and exclusivity agreements.
2. Sharing internal information and broad communication.

14 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-media-as-social-customer-relationship-management-tool/171480

Related Content

The Role of Online Trust in Forming Online Shopping Intentions
Bandar Alharthey (2020). *International Journal of Online Marketing (pp. 32-57).*
www.irma-international.org/article/the-role-of-online-trust-in-forming-online-shopping-intentions/243467

A Study of Online Co-Creation Strategies of Starbucks Using Netnography
Preetika Sindhwaniand Vandana Ahuja (2014). *International Journal of Online Marketing (pp. 39-51).*
www.irma-international.org/article/a-study-of-online-co-creation-strategies-of-starbucks-using-netnography/110174

When Going Online Isn't Going
Elizabeth Osika, Rochelle Johnsonand Rosemary Buteau (2011). *Cases on Innovations in Educational Marketing: Transnational and Technological Strategies (pp. 234-246).*
www.irma-international.org/chapter/when-going-online-isn-going/54112

The Role of Online Trust in Forming Online Shopping Intentions
Bandar Alharthey (2020). *International Journal of Online Marketing (pp. 32-57).*
www.irma-international.org/article/the-role-of-online-trust-in-forming-online-shopping-intentions/243467

How Advertising Beauty Influences Children's Self-Perception and Behavior
Iris Vermeirand Dieneke Van de Sompel (2017). *Advertising and Branding: Concepts, Methodologies, Tools, and Applications (pp. 1495-1511).*
www.irma-international.org/chapter/how-advertising-beauty-influences-childrens-self-perception-and-behavior/175285