Chapter 1

Social Networking:
A Tool for Enhancing E-Services

Zoheir Ezziane
Al Ain Women's College, UAE

ABSTRACT

The aim of this chapter is to illustrate how social networking could be used as a tool to empower people and organizations to get connected and share similar ideas and endeavors. It demonstrates the benefits when organizations employ social networking as an e-service tool to engage both consumers and businesses alike. In this chapter, a special focus is attributed to Al Ain Distribution Company (AADC), a wholly owned subsidiary of Abu Dhabi Water and Electricity Authority, in the United Arab Emirates (UAE). AADC has implemented novel e-services for the purpose of improving customer services and incorporate social networking within its existing management information system (MIS). This work has been instrumental in not only showing advantages of using social networking at AADC but also helping the company to address various consumer needs and enhancing its e-services.

INTRODUCTION

With the increasing advancements in modes of communication, the world has become small. In the era of internet, fast messaging and social networking sites, the communication and interactions without Facebook, Twitter, and Myspace cannot be even imagined. The social media (SM) facilitates people needs within a single space, provides platform to share their views, ideas, creating their own content and many more things to enjoy and communicate in effective manner (Asur and Huberman, 2010; Ezziane and Al Kaabi, 2015; Stark and Krosnick, 2017). From organizational aspect, companies with SM are getting spread efficiently over thousands of different customer's layers from different locations in the world. Team performance is also being measure through the use of social networking, and its positive relationship with leadership (Mukherjee, 2016). With help of SM, no matter where your company location is and how much capabilities in the market it has, small business still can compete with giants in the market and sometimes they tend to have same number of fans than big companies (Hanafizadeh et al., 2012).

Abu-Dhabi Distribution Company (AADC) is interested in supporting their management information systems (MISs) to integrate social networking into its organizational business activities to develop new IT business processes and improve their online ecommerce service capabilities. In order to achieve the maximum results, AADC management decide to conduct a pilot study to see the impact of having social networking platforms used within AADC environment. One of the results which AADC hope to prove in this research, increasing a wider network of both business contacts and relationships with companies and consumers of common interests and activities. AADC research team is going to see how helpful to use social networks (SNs) like Facebook, Twitter, LinkedIn and Google+ to share information with customers and learn about consumer complaints about products and services that require improvement.

AADC was founded in 1995 by the Abu Dhabi government and in 2008 joined the Abu Dhabi Sustainability Group (ADSG) to help provide clean water and electricity to the entire population of the city with 1.5 million people. AADC uses desalinated seawater as the drinking water for supplying all Abu Dhabi customers and the chemically treated wastewater is reused for irrigation and landscaping purposes. AADC continuously researches innovative methods of better satisfying consumers by developing techniques that reflect global environmentally-friendly policies. It also crates new ways to efficiently distribute and produce electricity and water to its customers. In addition, it is currently focused on upgrading all aspects of their customer services to find out ways they can better serve the public. AADC is trying to be more convenient with online processes related to paying monthly utility bills and inform consumers of ways to save energy and water (AADC, 2013).

25 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-networking/214115

Related Content

Digital Energy: Clustering Micro Grids for Social Networking
Mikhail Simonov, Marco Mussettaand Riccardo Zich (2009). *International Journal of Virtual Communities and Social Networking (pp. 75-93).*
www.irma-international.org/article/digital-energy-clustering-micro-grids/34097

Viral Advertising and the Implications of Social Media
Maria Petrescu (2014). *Integrating Social Media into Business Practice, Applications, Management, and Models (pp. 78-97).*
www.irma-international.org/chapter/viral-advertising-and-the-implications-of-social-media/113587

Feature-Based Analysis of Social Networking and Collaboration in MOOC
Jyoti Chauhanand Anita Goel (2023). *Research Anthology on Applying Social Networking Strategies to Classrooms and Libraries (pp. 177-196).*
www.irma-international.org/chapter/feature-based-analysis-of-social-networking-and-collaboration-in-mooc/312920

Children's Social Participation in Virtual Worlds
Terhi Tuukkanen, Terhi-Anna Wilska, Ahmer Iqbaland Marja Kankaanranta (2013). *International Journal of Virtual Communities and Social Networking (pp. 59-73).*
www.irma-international.org/article/childrens-social-participation-in-virtual-worlds/110968

The Breastfeeding Controversy and Facebook: Politicization of Image, Privacy and Protest
Yasmin Ibrahim (2010). *International Journal of E-Politics (pp. 16-28).*
www.irma-international.org/article/breastfeeding-controversy-facebook/43598