



## Utilization of Social Media in Building Social Customer Relationship Management in SMEs

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### ABSTRACT

Social media is growing rapidly and continuously. An organization with a social CRM system will build better relationships with customers, grow and gain trust and confidence... The activity partner is engaged in the business of creative handicraft products located in Serang, Banten province. In its activities, it faces problems, especially in terms of building social customer relationship management. PKM aims to assist partners in an effort to increase knowledge about Social Media Utilization in Building Social Customer Relationship Management. The activity method is carried out by training related to CRMS which is presented in the form of PPT including: understanding of social media, Social Media Strategy Versus SCRM, the main objectives of SCRM and so on. The training was conducted online with the assistance of 2 students. The results of the activity show that the provision of knowledge about social customer relationship management delivered in the form of PPT has been realized and is running smoothly. from the evaluation results the material has been understood well. Evidenced by the answers of partners who 100% can understand and understand the material presented.

Keywords:

Customer Relationship, Social, Training, SMEs

### 1. Introduction

In today's technological era, social media is a must for an organization to stay competitive in the market. Social Media is a tool to manage relationships with customers and keep them closer. The use of social media marketing is a strong factor in developing a CRM strategy (Saura et al., 2019). CRM considers the client the center of the business and orientates the company's marketing policy to benefit from the use of social media, increase sales and profitability, create advertisements, acquire new customers, retain them and make them loyal. Organizations must adapt to the advent of social media that CRM plays a major role in increasing market share, improving productivity, superior employee morale, and increasing employee satisfaction (Gundlach & Wilkie, 2009).

Social media is growing rapidly and continuously. An organization with a social CRM system will build better relationships with customers, grow and gain trust and confidence (Saura et al., 2019). Customers exchange ideas through social networks and the information expressed should be used by organizations to create products and services that satisfy clients' needs better and generate profits for the company. In a social world, companies have to move fast and share knowledge more than ever. Organizations must also connect with customers according to their habits that increasingly connect businesses to social networks. Clients expect to get quality, customized services, according to their demands. These are compelling reasons why companies should embrace emerging social CRM as part of their current and future strategies. The major influence of

social media in consumer behavior is, undoubtedly, changing the face of modern marketing strategies and becoming one of the most powerful marketing tools (Agnihotri et al., 2016).

PKM aims to analyze how social media supports the development of Customer Relationship Management (CRM) as a marketing strategy in increasing customer loyalty according to Gartner (2003), 25% of companies that adopt CRM will expand their customer relationship centers to include social media and other online communities. It is imperative that organizations show that they are listening to the voices of their clients. Therefore, companies are almost obliged to implement SCRM in their marketing strategies, due to the fact that it is a powerful marketing tool that provides useful client experience insights, acknowledges their dissatisfaction, and receives their positive feedback and recommendations (Hargreaves et al., 2018). This information gives organizations the opportunity to rethink or improve their marketing strategies to meet the needs of their customers.

The partner who is the place of activity is a Batik creative product business. From the results of observations made to partners about the use of social media in building social customer relationships can help partners improve sustainable social relationships with customers. However, there are still major partner problems in building SCRM. This has an effect on relationships with customers. To maintain business survival and maintain relationships with existing customers, the PKM Untar Team feels the need to transfer knowledge to partners. For this reason, the main problem to be solved is how to optimize partners' knowledge about social media and SCRM.

## **2. Methodology**

The socialization activity was carried out to provide briefing to partners, in understanding SCRM. To carry out this socialization activity, there are several steps that need to be taken.

- a. PKM implementers prepare materials that will be delivered to partners
- b. PKM implementers as tutors contact related parties, namely business owners to ask permission to conduct socialization.
- c. PKM implementer as a tutor coordinates with the owner to participate in socialization activities.
- d. PKM implementer as tutor coordinates with the owner to participate in socialization activities. d. PKM implementer as tutor divides tasks with students who assist in activities.
- e. PKM implementers as tutors deliver socialization material through lectures, discussions, and questions and answers. Online through zoom meeting.
- f. PKM implementers explain what must be done in conducting social media and CRM
- g. PKM implementers ask partners to ask questions if they do not understand the material presented.
- h. PKM implementers as tutors respond to partner responses about the material that has been delivered.

## **3. Results and Discussion**

### **3.1. Results**

#### **3.1.1. Partner's Business Profile**

The partner is a Batik creative product business, making various types of batik, lacak, bags and tengkuluk. The business owner is Mrs. Juniana with a business location in Muara Jambi village. Some samples of partner products are:



**Figure 1. Partner Product Samples**

The science and technology model delivered to partners includes a social media strategy in contrast to SCRM. Organizations can measure marketing and communication campaigns using social CRM, generating statistics on likes and dislikes. Choosing SCRM is undoubtedly a long-term commitment. SCRM is a different approach that monitors social networks to get an ever-increasing level of client interaction and also identifies in a more efficient way the opportunities/prospects that come through these channels. Social CRM is a CRM that integrates Social Media accounts of an organization and automates interactions with fans, followers, clients, likes, etc. In a structured way, the company knows what its market thinks of their products and services, can plan or schedule responses, can forward information to the right people, etc.

In my opinion, SCRM does not replace classic CRM, it is rather an extension of the old one, which tries to get closer to clients through blogs, forums, social networks, search engines, sharing sites, etc. Usually organizations understand that social media strategy is a marketing tool. Social media is the fastest and most efficient method to distribute information, promote products and services and enlarge the number of potential customers. Marketing on social networks represents the next step that every organization should take.

SCRM supports customer management strategies and can result in increased sales with decreased costs for the organization. Companies spend a lot of money on marketing campaigns looking for increased profitability. The main objective of Social CRM is helping organizations understand the importance of using such strategies:

- a. Building knowledge and understanding.
- b. Keeping customers.
- c. Attracting prospects.
- d. Winning new customers.
- e. Developing customer value.
- f. Obtaining information about competitors.

The above objectives are closely related to each other and help organizations to expand their activities and become globally recognized and gain brand awareness. It is said that the best way to promote your company is "word of mouth", through SCRM customers can be involved in caring and sharing the company's desired message.

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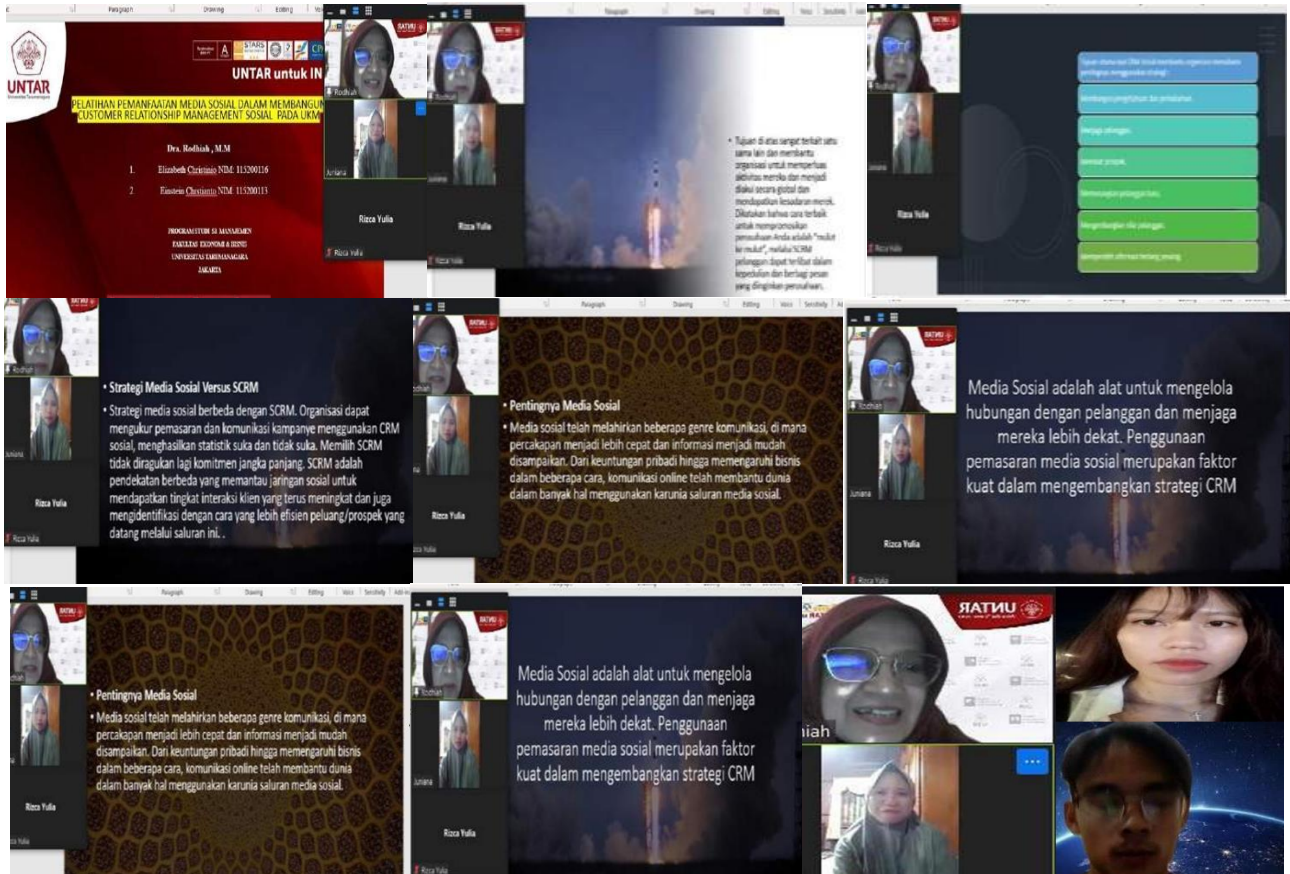


Figure 2. Zoom Activity Photo

At the end of the activity, pretests and posttests were conducted, about the delivery of the material of the activities that had been carried out.

Table 1. Recapitulation of Partner Answers

Indicator	Category	Answer	Percentage (%)
The material on understanding social media has made mom understand	Not very clear	0	0
	Does not understand	0	0
	Understood enough	0	0
	Understood	0	0
	Understand very well	100	100%
CRM material makes you understand	Not very clear	0	0
	Does not understand	0	0
	Understood enough	0	0
	Understood	0	0
	Understand very well	100	100%

Indicator	Category	Answer	Percentage (%)
Mom understands the material about SCRM	Not very clear	0	0
	Does not understand	0	0
	Understood enough	0	0
	Understood	0	0
	Understand very well	100	100%
Material about The main purpose of Social CRM makes mom understand	Not very clear	0	0
	Does not understand	0	0
	Understood enough	0	0
	Understood	0	0
	Understand very well	100	100%

The results of the evaluation of the partners' answers to the understanding of the material were well understood. Evidenced by the answers of partners who 100% can understand the material presented.

#### 4. Conclusion

Training in understanding SCRM includes: understanding social media strategy, Social media Versus SCRM, the main objectives of SCRM and so on have been carried out and run smoothly. Partners were eager to receive the material presented by the PKM team. During the socialization process, partners had many discussions and questions and answers with PKM implementers. The results of the evaluation of the partners' answers to the understanding of the material were well understood. It is evident from the answers of partners who 100% can understand the material presented.

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