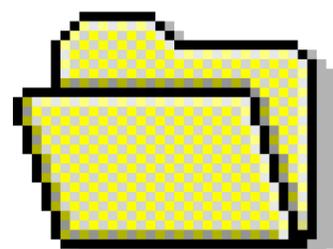


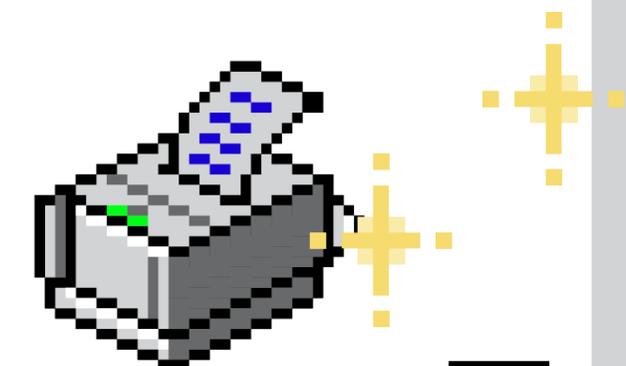
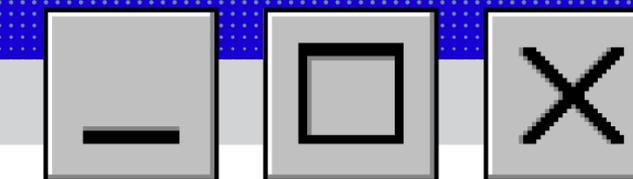
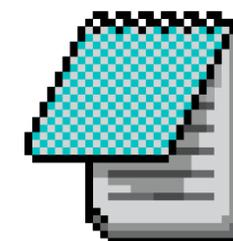


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# CRM in the Digital and Social Media Era





# Relationships in the Digital Age

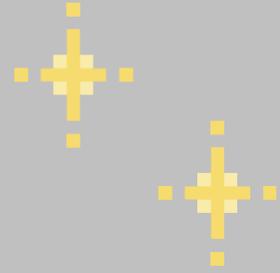
- In today's business operations, the boundaries between brands and consumers have been merged by advanced information technology. Customer Relationship Management is no longer just about maintaining a database of names and phone numbers for product offerings. Instead, it has evolved into the "management of consumer experiences and emotions" that occur continuously in the online world.
- As social media has become a part of daily life, consumer behavior has shifted from being one-way message receivers to becoming message creators and influential critics. Building relationships in the digital age must therefore be based on two-way communication that is fast and highly personalized.



# CRM in the Digital Context

When considering customer relationship management in the new era, it is evident that there have been significant structural changes from traditional marketing models. It is essential to understand the three key elements that define the direction of contemporary Digital CRM:

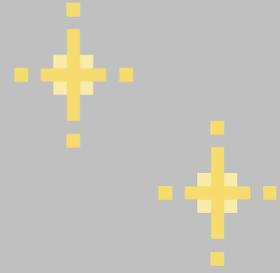
- Evolution from Traditional CRM to Digital CRM: To deeply understand CRM in the digital age, it is necessary to visualize the difference between "data management for sales," which is the conventional CRM concept, and "relationship management for engagement" in digital CRM. This is akin to a transition from statistical science to the art of communication.



# CRM in the Digital Context

## **Traditional Transaction-Oriented CRM:**

Traditionally, CRM systems were primarily designed as tools for sales and marketing departments, focusing on storing physical data and purchase history, such as names, addresses, accumulated purchase amounts, and order cycles. The main objective was to increase operational efficiency so that brands could more accurately find opportunities to "close the next sale." This was a one-way communication from the brand to the customer.



# CRM in the Digital Context

## **Interaction-Oriented Digital CRM:**

Entering the digital age, a relationship does not end when payment is completed; instead, it "begins" in the online space. Digital CRM has shifted its focus to "engagement" rather than short-term sales. The data prioritized by brands has therefore changed from "what did they buy?" to "what do they think?" and "how do they interact with us?"



# CRM in the Digital Context

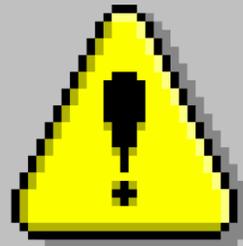
| Feature                    | Traditional CRM                          | Digital CRM  |
|----------------------------|--|--|
| <b>Primary Goal</b>        | For sales management and profit increase | To create loyalty and positive experiences             |
| <b>Data Type</b>           | Transactional data, purchase history     | Behavioral data, emotions                              |
| <b>Communication Style</b> | One-way communication                    | Conversation and interaction                           |
| <b>Power of Control</b>    | Brand controls the message               | Customer has the power to critique and guide the brand |
| <b>Data Frequency</b>      | Weekly/Monthly statistical data          | Real-time data   |



# CRM in the Digital Context

- Customer Ecology in the Digital Age: In digital-era CRM, it must first be understood that "customer ecology" is not limited to just within stores or on a business's website. It also refers to the entire network of relationships and the environment in which customers live, including social media platforms, community groups, authentic user reviews, and influences from surrounding peer groups. This consists of the following key points:

Note: Customer Ecology refers to the study of interactions between customers and the surrounding business environment, encompassing both internal and external factors that affect customer behavior, decision-making, and experience.



# CRM in the Digital Context

- Non-Linear Customer Journey: In the past, marketers often described customer behavior as a step-by-step process starting from awareness to purchase. However, in digital marketing, it has been found that the customer's buying journey is complex and loopy. Customers may oscillate between "exploration" and "evaluation" repeatedly.
  - For example: A customer sees an ad on Facebook (trigger) -> searches for reviews on TikTok (exploration) -> compares prices on Shopee (evaluation) -> goes back to ask a friend's opinion on LINE (re-evaluation) before finally deciding to purchase. It is evident that this journey has no fixed beginning or end. Businesses must therefore permeate every moment of that hesitation.



# CRM in the Digital Context

- Online Touchpoints: A touchpoint is every moment a customer has the opportunity to "interact" with a brand. In the digital ecology, these can be divided into 3 main types to simplify relationship management:
  - Owned Media: Touchpoints that the brand owns itself, such as the company website, Facebook page, or LINE OA. These are the primary channels for collecting customer data.
  - Earned & Shared Media: Touchpoints generated by others (such as customers reviewing products in Facebook groups or being mentioned by influencers). these touchpoints hold the highest credibility in the eyes of modern consumers.
  - Paid Media: Touchpoints from purchasing advertisements, such as Google Ads or YouTube Ads, which serve as the first gateway to draw customers into the brand's ecosystem.



# CRM in the Digital Context

- Single Customer View (SCV): As businesses expand across various platforms within the customer ecology, the greatest challenge is the fragmentation of customer data across different channels (for example, purchase data resides at the storefront, inquiry data with the page admin, and complaint data at the call center). Relationship management in the digital context, therefore, requires an Omni-channel strategy to consolidate and integrate this information.



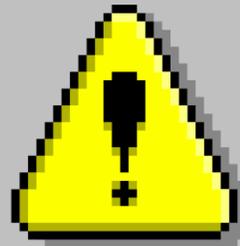
# CRM in the Digital Context

- Meaning and Importance (Single Customer View): Creating a Single Customer View (SCV) involves aggregating an individual customer's data from every touchpoint into a single central database. This enables businesses to gain a comprehensive 360-degree overview of the customer, encompassing their purchase history (past), current website browsing behavior (present), and future preference trends (future).



# CRM in the Digital Context

- **Multichannel Data Integration Process:** To create an Omni-channel system, the preliminary data management steps are as follows:
  - i. Identity Resolution: The process of linking data from multiple sources to a single individual (such as linking a phone number from the membership system to an email used for online orders).
  - ii. Real-time Data Aggregation: Using tools such as a Customer Data Platform (CDP) to pull interaction data from social media and applications to update the database immediately.
  - iii. Analysis and Segmentation: Once comprehensive data is available, brands can segment customers based on behavior to present promotions or content that directly resonates with them.



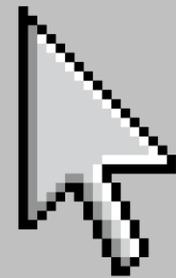
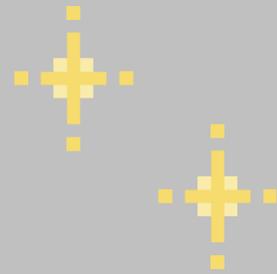
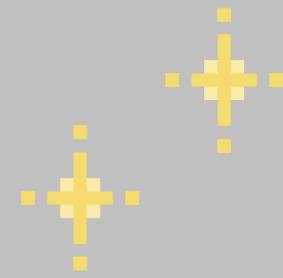
# CRM in the Digital Context

- **Benefits of Omni-channel for Customer Relationships: Effective data management directly impacts the customer experience in 3 key dimensions:**
  - i. **Continuity:** Customers can seamlessly continue their interaction with the brand even when switching channels (e.g., inquiring via Inbox and picking up the product at the store; staff can immediately verify information without the customer having to retell their story).
  - ii. **Personalization:** Brands can offer what customers "truly want" based on in-depth data analysis, making customers feel that the brand cares about and understands them.
  - iii. **Speed and Accuracy:** Having ready-to-use data reduces problem-solving time and minimizes communication errors.

Therefore, it can be said that Omni-channel is not just about having multiple sales channels, but about managing data to create a "shared memory" between the brand and the customer to build long-term stability.



**"How can we translate those data and structures into actual interactions with our customers?"**



# Utilizing Social Media Platforms for Relationship Building



In a world where consumers spend most of their time on social media platforms, modern customer relationship building has evolved into "Social CRM." This is where customers come to converse, complain, praise, and share experiences. The core principle is to use it for "relationship management" by focusing on attraction and engagement rather than mere persuasion. Brands must take on the role of a "good friend" or a "trusted consultant" to build bonds on digital platforms, moving beyond just advertising. This is explored deeply through the following key topics:

# Utilizing Social Media Platforms for Relationship Building



- The Role of Social CRM in Building Brand Loyalty: In an era where competitors can replicate products almost instantly, "Brand Loyalty" does not stem from the product alone, but from a sense of belonging and receiving exceptional care. Social CRM, therefore, plays a pivotal role as a "bridge" connecting those emotions through the platforms that customers use regularly. The key approaches include:

# Utilizing Social Media Platforms for Relationship Building



- Customer Retention Strategies via Popular Platforms: Consumer behavior is highly unique; therefore, businesses must select tools on each platform to meet different relationship-building needs:
  - Facebook & Instagram (Building Community and Inspiration): Focus on building a brand community through Facebook Groups to allow regular customers to interact, as well as using Instagram Stories for Polls or Q&A to involve customers in shaping various directions.
  - TikTok (Building Entertainment and Authenticity): Shifting from traditional advertising to Shoppertainment (a marketing strategy that integrates "shopping" with "entertainment"), emphasizing sincerity to give the brand a "human touch," which effectively builds loyalty among the younger generation.

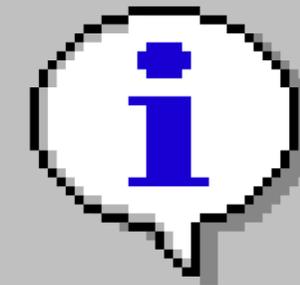
# Utilizing Social Media Platforms for Relationship Building



- LINE OA (Personalized Service and Repeat Purchases): This is a primary tool for personalized service, utilizing digital loyalty cards (MyCard) to provide individual privileges—such as birthday coupons or notifications for favorite products—to continuously stimulate repeat purchases.

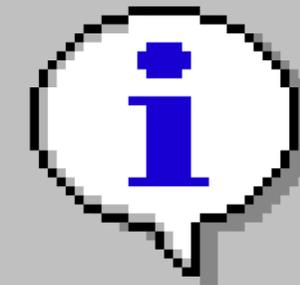


# Utilizing Social Media Platforms for Relationship Building



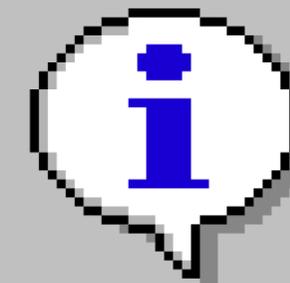
- Transforming "Buyers" into "Superfans": The crucial role of Social CRM is to create deep emotional loyalty that goes beyond typical faithfulness. Rapid interactions and the provision of exclusive privileges on social media make customers feel like "VIPs," which is the key factor that prevents them from switching to competitors, even when offered similar products or prices.

# Utilizing Social Media Platforms for Relationship Building



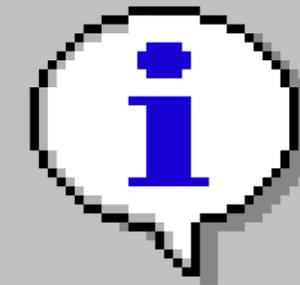
- Online Community Building: In the relationship ladder, the ultimate goal a brand seeks is not just making customers "repeat buy," but transforming them into "Brand Advocates"—groups of people ready to justify, defend, and spread the word about the brand willingly. The most powerful tool to achieve this goal is managing "Online Communities."
  - Strategies for Transforming "Followers" into "Community Members": Having a large number of followers can be a "vanity metric" if there is no strong interaction. Building a sustainable online community consists of three key elements:

# Utilizing Social Media Platforms for Relationship Building



- Building a Sustainable Online Community:
  - Creating Safe and Friendly Spaces: Shifting the brand's role from "controller" to "facilitator" by using tools like Facebook Groups or Discord to allow customers with shared interests to converse and exchange ideas freely.
  - Meaningful Participation: Creating a sense of "co-ownership" by listening to and involving members in important decisions (such as voting for new product colors or designs).
  - Member-Exclusive Benefits: Creating a sense of exclusivity through "superiority" (such as giving community members early access to news or the right to purchase new collections before the general public).
  - คุณมีข้อความส่วนถัดไปที่ต้องการให้แปลต่อเลยไหมครับ?

# Utilizing Social Media Platforms for Relationship Building



- Nurturing "Brand Advocates": When community members reach a high level of engagement, they evolve into brand advocates. The strategies for this transition consist of:
  - User-Generated Content (UGC): Encouraging real customers to create content based on their actual experiences, which the brand then resharing. This builds customer pride and enhances credibility in the eyes of other consumers.
  - Appointing Community Ambassadors: Selecting members to act as representatives to answer questions or provide guidance to others, while offering rewards or exclusive privileges to boost morale.
  - Acting as a Brand Shield: During a crisis, these supporters will act as representatives to clarify the truth based on direct experience, which carries more weight and credibility than the brand defending itself.

# Utilizing Social Media Platforms for Relationship Building



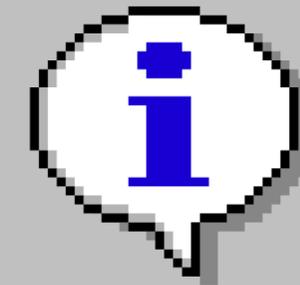
- Strategic Outcomes of Online Community Management: Effective community management significantly reduces customer acquisition costs because brand advocates act as "unpaid salespeople" through word-of-mouth and positive reviews. In the digital age, these voices influence others' purchasing decisions many times more than traditional advertising.

# Utilizing Social Media Platforms for Relationship Building



- Social Media Response and Customer Service Strategy: Social media has become the new 24-hour customer service center, replacing the phone calls or emails of the past. Over 70% of consumers expect a response within a few hours. Managing this area is the clearest testament to a brand's sincerity. Using Social Customer Service strategies is a vital part of relationship management that meets the behavioral needs of digital-age consumers, with details as follows:

# Utilizing Social Media Platforms for Relationship Building



- Real-time Complaint Management: When problems occur and customers choose to vent their frustrations in public spaces, brands must employ a "Speed with Empathy" strategy, with the following practical guidelines:
  - Rapid Response: The brand must immediately acknowledge the issue to make the customer feel their voice is not being ignored.
  - Shifting the Conversation to Private Spaces: Once the matter is acknowledged, promptly invite the customer to discuss details in the Inbox or DM to prevent the situation from escalating further.
  - Demonstrating Tangible Responsibility: Move beyond polite apologies toward offering clear corrective steps or remedies to restore confidence and turn dissatisfied customers back into brand allies.

# Utilizing Social Media Platforms for Relationship Building



- Compliment Management: A common mistake in CRM is ignoring "compliments" because they are seen as non-issues. In reality, a compliment is a golden opportunity to build a relationship. Compliment management includes:
  - Amplifying Positive Energy: Liking or replying with a friendly "thank you" helps create a sense of closeness.
  - Utilizing Social Proof: Asking for customer permission to share their compliments or reviews helps build broad brand credibility.

The Core Essential: In social media customer service, what is more important than the system is "Humanity." Replying with automated templates while a customer is distressed will only further damage the relationship. Therefore, using language that demonstrates empathy and an urgency to help will lead to successful relationship management during a crisis.



# Social Listening and Customer Voice Analysis

Social Listening is the process of monitoring and analyzing words, phrases, or hashtags across social media and various websites to understand consumers. It helps brands analyze competitors, trending interests, and public attitudes more broadly than just tracking their own brand name. The core essential is extracting data for analysis, which includes these key points:

- **Social Listening vs. Social Monitoring:** In digital-era relationship management, Social Monitoring and Social Listening are often used interchangeably. However, in relationship-building strategies, these two terms have significantly different roles and goals. It is like "watching the clouds" to prepare an umbrella versus "analyzing wind patterns" to forecast a storm.



# Social Listening and Customer Voice Analysis

- Social Monitoring (Watching to Resolve): Social Monitoring is the process of "surveillance" and "tracking" information specifically related to the brand. This function is reactive, with the primary goal of answering "What happened?" such as:

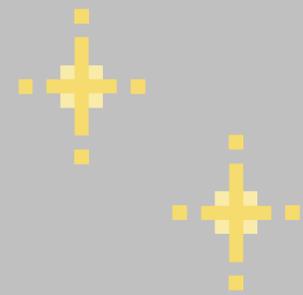
- Has anyone tagged our brand?
- Are there customers commenting with complaints under a post?
- Is the brand name being mentioned alongside a specific hashtag?

This helps the team step in to resolve issues immediately, maintaining the relationship and preventing it from being severed due to immediate problems.



# Social Listening and Customer Voice Analysis

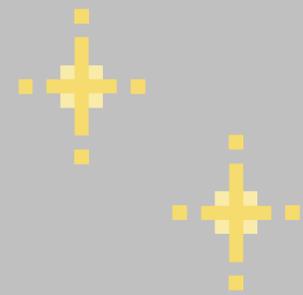
- Social Listening (Listening for Insights): Social Listening is the process of moving beyond just looking at one's own brand to listening to the "big picture" of the industry and broad consumer behavior. This function is proactive, aiming to answer "Why is it happening?" and "How do customers feel?" For example:
  - What problems are customers in the market complaining about that our competitors cannot solve?
  - How do new trending lifestyles affect expectations toward the brand?
  - Is the overall consumer sentiment toward our industry positive or negative?This helps brands understand true needs and enables them to design relationship strategies that resonate with customers more deeply than before.



# Social Listening and Customer Voice Analysis

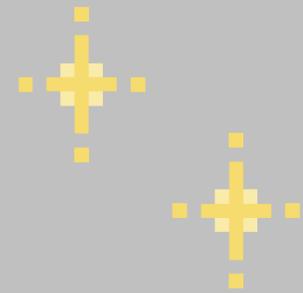
## Comparison Table of Key Focus Points

| Focus Point | Social Monitoring                               | Social Listening                           |
|-------------|---|--|
| Scope       | Specific to the brand and conversation partners | Industry overview, competitors, and trends |
| Approach    | Reactive  | Proactive                                  |
| Timeframe   | Case-by-case                                    | Broad long-term perspective                |
| Outcome     | Immediate problem solving and satisfaction      | Strategy formulation and innovation        |



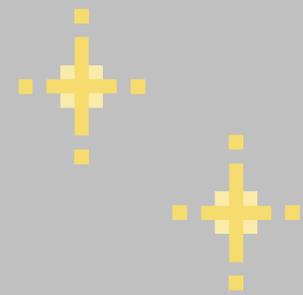
# Social Listening and Customer Voice Analysis

- Utilizing Social Listening Tools for Competitor and Market Analysis: In practice, customer relationship management is not limited to knowing only "ourselves" and "our customers." It also requires an understanding of the "market context" and "competitor movements." Social Listening, therefore, functions like an antenna that intercepts data signals in the digital atmosphere and processes them through two key essential processes:



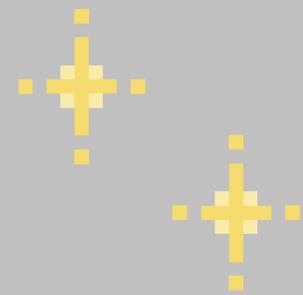
# Social Listening and Customer Voice Analysis

- Social Listening Tools Process:
  - Extracting Trending Topics: The heart of timely relationship building is speaking about what customers are currently interested in. Utilizing Social Listening tools allows businesses to detect "emerging interests" before anyone else.
    - Analyzing Discussion Points: Tools aggregate key terms to identify which "problems" or "needs" customers have discussed most over the past week.
    - Competitor Analysis: We can compare the Share of Voice between our brand and competitors to see which areas competitors perform better in the eyes of consumers, and identify which relationship touchpoints we should improve to win back the audience.



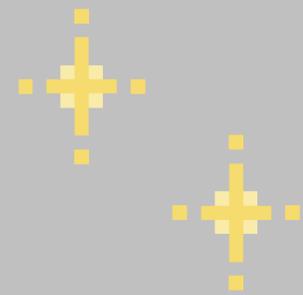
# Social Listening and Customer Voice Analysis

- **Social Listening Tools Process:**
  - **Sentiment Analysis:** Simply knowing that a brand is being "mentioned" is not enough for CRM. A high volume of mentions could indicate either a "public relations crisis" or "overwhelming praise." Sentiment Analysis is therefore the most accurate measure of relationship quality. Businesses utilize Natural Language Processing (NLP) or AI to interpret messages as Positive, Negative, or Neutral. The steps for sentiment analysis are as follows:



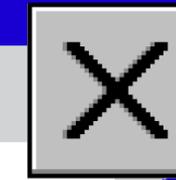
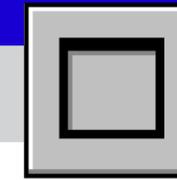
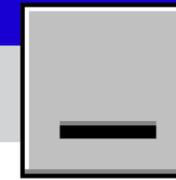
# Social Listening and Customer Voice Analysis

- **Social Listening Tools Process:**
  - **Steps for Sentiment Analysis:**
    - i. Setting Queries: Defining comprehensive search terms, including brand names, competitor names, and slang used by customers.
    - ii. Data Cleaning: Filtering out irrelevant information (Spam/Noise) to obtain authentic insights.
    - iii. Visualization: Transforming numbers into charts to visualize the overview of sentiments and trending topics.
    - iv. Actionable Insight: Applying analysis results to improve strategies (such as adjusting content plans to resonate with the audience or developing product features based on customer demands).



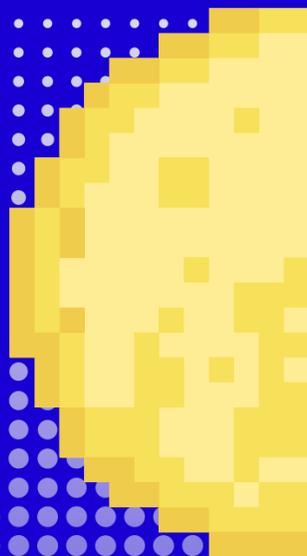
# Social Listening and Customer Voice Analysis

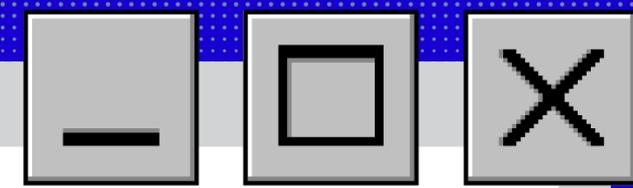
- Leveraging Social Data for Strategic Decision-Making: In the digital-era CRM process, social data functions not merely as a report of results, but as a primary tool for "risk reduction" and "identifying new opportunities." Utilizing this data for strategic decision-making helps a brand move beyond guesswork toward becoming a truly data-driven organization. The dimensions of application are as follows:
  - Product Improvement: Listening to critiques regarding functional usage to implement fixes in the next version.
  - Real-time Market Research: Using social data as a substitute for traditional focus groups, which are often time-consuming and require high budgets.
  - Customer Experience Management: Fine-tuning services to match expectations that evolve over time.



# Conclusion

From the framework of customer relationship management in the digital and social media era, it is evident that the heart of modern CRM has transcended the limitations of being just a backend database system. It has evolved into a living strategy that truly moves in sync with the rhythm of the digital world. This entire process is akin to building a bridge of trust between the brand and consumers, transforming that trust into loyalty—the strongest business shield in a modern world characterized by constant change.





THANK YOU

Q & A

