



From CRM to Social CRM and FRM

Maria Cristina ENACHE*, Cornelia NOVAC UDUDEC**, Corina SBUGHEA***

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ABSTRACT

C-R-M stands for Customer Relationship Management. At its simplest, a CRM system allows businesses to manage business relationships and the data and information associated with them. While a CRM system may not elicit as much enthusiasm these days as social networking platforms like Facebook or Twitter, any CRM system is similarly built around people and relationships. And that's exactly why it can be so valuable for a fast-growing business. FRM was developed from learning of success and failures on conventional CRM. FRM – Relationship Management is a unique way to build and love your fans, is a form a Social CRM. Traditional Customer Relationship Management focuses on collecting and managing static customer data, such as past purchase information, contact history and customer demographics. This information is often sourced from email and phone interactions, commonly limited to direct interactions between the company and the customer. Social CRM adds a deeper layer of information onto traditional CRM by adding data derived from social networks like Facebook, Twitter, LinkedIn or any other social network where a user publicly shares information. The key benefit of Social CRM is the ability for companies to interact with customers in a multichannel retailing environment (commonly referred to as omnichannel) and talk to customers the way they talk to each other. Social CRM enables companies to track a customer's social influence and source data from conversations occurring outside of formal, direct communication. Social CRM also allows companies to keep a full audit history of all customer interactions, regardless of social channel they choose to use, available to all customer care employees. FRM delivers probability while ensuring client partner expectation in revenue generation and customer expectation.

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1. Introduction – Customers or fans?

Customer relationship management (CRM) is an approach to managing a company's interaction with current and future customers. The CRM approach tries to analyze data about customers' history with a company, in order to better improve business relationships with customers, specifically focusing on retaining customers, in order to drive sales growth. One important aspect of the CRM approach is the systems of CRM that compile information from a range of different channels, including a company's website, telephone, email, live chat, marketing materials, social media, and more.

Through the CRM approach and the systems used to facilitate CRM, businesses learn more about their target audiences and how to best cater to their needs. However, the adoption of the CRM approach may also occasionally lead to favoritism within an audience of consumers, leading to dissatisfaction among customers and defeating the purpose of CRM.

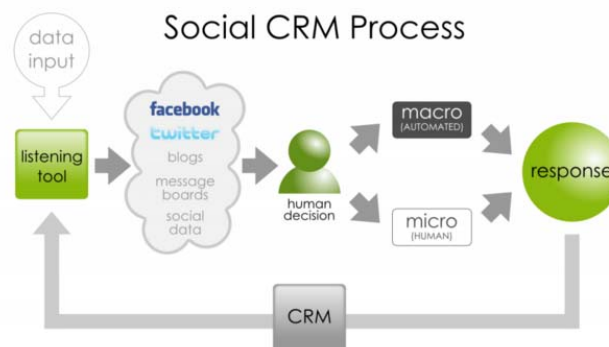


Fig.1 From CRM to Social CRM

Social CRM enables companies to track a customer's social influence and source data from conversations occurring outside of formal, direct communication. Social CRM also allows companies to keep a full audit history of all customer interactions, regardless of social channel they choose to use, available to all customer care employees.

FRM creates a fan page for your company or product in Facebook. People who like your brand and the way you conduct business will sign up as fans, creating a venue for communication, marketing and networking. A business can quickly get information out to users who are interested in the company or its products. A business can follow conversations about its brand for real-time market data and feedback. A customer can easily tell a company -- and everyone else -- about their experiences with the company, whether those experiences are good or bad. A business can respond very quickly to negative feedback, attend to customer problems and maintain, regain or rebuild customer confidence. A customer can use social networking sites to offer ideas for future products or tweaks to current ones.

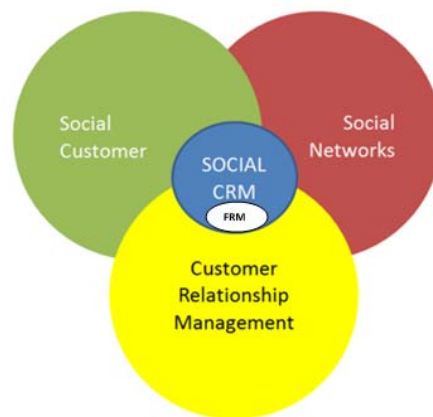


Fig. 2 – FRM

On any market would operate, a company can have clients or can have fans. We have and interact with customers and we sign contracts for collaboration or more. What effect would that have on business if those customers, already satisfied with the products or services they receive, would turn into fans? And if they will be ambassadors for our organization?

We think it depends on what you want: you want to be 'one of ...' or 'best of ...'? There are hundreds of football clubs with millions of fans. Manchester United is the richest club in the world for eight years, and according to a study published at the beginning of 2015, has the most fans in the world. What would make me an Manchester United fan? Why I try to see all the games, to watch the news about them, to buy shirts and posters?

And the constant in accomplishment of my expectations, makes me remain a fan. Translating the above in relationship of business, customers who get the same result expected can become fans, because they feel the effects of a quality standard in the company with they work, receiving with every interaction same treatment which offer the same degree of satisfaction.

How could a company offer such this standard? Here arise, above all, the people within the company that can establish a set of desirable behaviors on which to take the entire team. The same people can use existing studies to select and adopt a set of behaviors that place themselves to their organization. Moreover, a standard of behavior allows employees to know clearly what is expected of them, being able to fulfill every time, both customer expectations and employers expectations. Thus, regardless of where or when the client we cross the threshold, he will live that familiar feeling of living a fan when he see the favorites entering in the stadium. I think this is the achievement and exceeding customer expectations is the way to have fans and keep them. Turning to problem of efficiency, why would a company do this? One answer would be for steady income, because a fan never "betray" the object of enthusiasm. Another answer would be to higher incomes because a fan trying to convince your friends to join him. Another answer would be for brand, and this is a reason, globally, known for Manchester United club, but don't known about hundreds of other clubs in the world.

The today selling is nothing like what it was a few decades ago. Competition is growing and becoming more aggressive, clients analyze, compare, ask and want more. They are also the ones who tell you how to help them to express their needs.

Most sales people fail to find even 50% of the customer's buying criteria. And chances of winning decrease significantly, if not address to the customer on the language which he hears what you say.

It is important to remember that when you provide solutions do not sell products. The customer does not buy the product, but also benefit. Sell something only after you identify the correct and complete needs of your client. I put in a past article how important it is to provide aspirin for the customer pain. According to a study, 90% of salespeople do not correctly identify customer buying criteria. Most often identify a single

criterion then make the sale. Salespeople identify criteria that after customers assume that they know what they want. In most of the cases, the seller assumes wrong. In only 20% of cases, salespeople are interested in finding out real customer pain, the other 80% is just summarize only at reciting poetry.

2. Steps to turn your clients into fans

1. Identify customer and his needs

Find out what the customer wants, what makes him to buy, in general terms. In this process an important role have open questions focused on client problems.

- What are the main problems you face today?
- What impact do they have on your and on your business which you manage?

Allan Pease told us to bend customer with hand stretched when you ask something. In this way let him take control of the discussion. Customers do not say which are the most important criteria for the purchase. And the salespeople are happy that they had found half of them. They go directly to the formulation of the proposal even if it risks to not offer something that meets to the customer needs. This lowers the chances that the sale to close in the first 10 minutes of sale discussion with the customer.

Anticipate future customer desires. This is one of the secrets of success of Steve Jobs. If he have asked if you need iPad, your answer would be no. You were not aware that you need him. Yet he anticipated this need and created. Think about 9 years ago you had a phone were talking. A camera with you retained memories of the places you have visited. And a computer. Today you have a smartphone you do all these things anywhere. Can you imagine what your life would be without a smartphone? May you could not read and reply to emails in a timely manner. Needs change over time, and the companies anticipate that they won.

2. Acknowledge and solves customer's need

It is important to identify the customer need. But if he does not see, does not understand and does not believe that there is a pain, then there is no problem. And the customer does not need your solution. Even if you identify customer needs, it is important to be sure that respond to the real need and not a symptom. Be sure that the client is aware of his need.

90% of the people deny the existence of their problems, even if they otherwise proven. When you put the right question, the same person who initially denied discovers who is the real problem. Begin to look for solutions, and your product may be appropriate.

3. Differentiate yourself from the competition

Why is it important to be different?

If your offer is not remarkable, then it becomes invisible in the eyes of the customer. Competition knowledge can help you in many ways when you show the customer how you can treat the pain. If you fail to satisfy the desires of your customers, someone else will do it. The most important step to do is to be different from the competition. How do you do that?

Proposes a unique offering for sale, something valuable to the customer. This are communicating something important about your business, about the products and services that are throwing at them. In this way you give your customers a reason to choose YOU instead of others. Be faster and offer them faster than your competition your product or service.

How do you find those unique offerings for sale for your business?

Study the competition, buy from them and learn everything you can about their products. Make a list of things which do all your competitors and a list of things that they don't do and you can do them differently. Find out how the customer thinks, who is his fears when he buy and inventing things that fix any fear of it. In this way you learn what you can do better, faster or in a unique way. Find those things that make you different, creates compelling solutions that your customers are looking for.

4. Provide a follow-up quality to your customer

Follow-up is essential in the relationship with the customer. Keeping customer contact is the best way to make sure that he is satisfied with the provided services. When you build a relationship with the customer it is important to maintain contact with him after completing the sale. Do not only focus our attention on the urgent needs of the client. Find a way to show him your care about him and you appreciate the relationship with him. You can provide information on the market new trends or other things from his activity.

Think always about what you can do so that the client achieve better results. Exceeds expectations and do something for the client. According to studies by Chet Holmes and Anthony Robbins, 40% of the chances of success of a sales related to how honest you care about the customer. If you sell after you identify customer needs, gain the opportunity to develop a relationship with him. Manage to sell them other products or services and he will be unable to refuse to meet with you.

3. Facebook fans

Given this statement, have you ever asked the following question: "How can turn these" Like "s in leads for the sales department?". Incidentally, Facebook can be a good opportunity to generate leads, but you must know to manage your account and to attract as many fans.

If your Facebook page has a large number of fans, but do not generate traffic and leads, you should target new promotional strategies. Thus, we decided to present some ideas that can help in your campaigns to generating leads and promotion company brand.

1. *Implementation of a pop-up window in which individuals are invited to give "Like"*

During this time the pop-up appear very often in online and they can be a great way to turn "Like" in leads. Watch to use these pop-ups to turn visitors into fans of your Facebook page.

2. *Post directly to your Facebook page links to landing pages*

To get closer to your fans, watch constantly posting new material and content that relate to the industry. Meanwhile, do not forget to include links to landing pages. In addition, make sure that these pages include a form where users are invited to complete the contact and share their professional experience.

3. *Give exclusiveness for your fans*

According to a research conducted by ExactTarget[4], 58% of Facebook users expect business pages on Facebook to provide exclusive content to fans. First, try to take advantage of this and to offer content to which fans can access.

Secondly, bear in mind that landing page to offer fans the opportunity to download various documents. Offer the link exclusively fans on Facebook. Thus, you generate more leads and you will create a sense of exclusivity for them.

4. *Promote your latest special offers through Facebook page*

We all know that Facebook does not offer many possibilities of promotion of bids. Given this, you try to change your profile picture with a banner that relates to any or all bids or post links to offers in your site in the box "Info". Take advantage of all the areas that provide maximum visibility!

5. *Create a special button to promote bids*

Customizing pages of Facebook is difficult, but not impossible. Create custom buttons is the best way to promote your offers. Thus, you can create a button to highlight best-performing products or promote latest offers. Do not forget to update the list permanently.

6. *Continuous promoting for products / services*

Always a excessive promotion in social media can suffocate users, but it is better to follow you to inform fans of the latest products / services portfolio. Make sure your Facebook pages clearly communicate what commercialized. At the same time, you have to follow to create the content that you post to the needs expressed by the leads that you have managed to generate and thus you will create a connection between content and products / services.

All those who decide to create a Facebook page, representative for your own brand, for your own business or image, hoping to turn fans into potential customers. Unfortunately, not always fair account of the match from home. Not always mean big dreams can be turned into real results.

The reasons? It is not enough to acquire a thousand order to define your own Fan Page as a winner. For fans loyalty have to know how to create content able to transmit their emotions, on the other hand, you have to attract them with useful information.

How? The secret is to follow certain rules of social media promotion. In what follows we will "enjoy" with discovery of several methods that can facilitate the profile transformation into a source of interest for fans of Facebook.

7. *Launch creative promotions*

Attract your Facebook fans with enticing promotions, they will be interested in the opportunity to save using tenders. On the other hand they will feel attracted by chances to qualify for certain promotions in a creative and fun mode. A good example are the contests online that can be used not only famous brands, with substantial "resources". If you are less well known, not have to do anything other than to inspired by their ideas promotion from Facebook, which surely have worn to success.

8. *Provide discount coupons only for Facebook fans*

If you want to speed the transformation of the fans in potential customers, discount coupons are a good way to entice them to "browse" and possibly consult product catalogs. Perhaps the fans that I've "purchased"

already gave you likes on Facebook after reading a nice post but have not decided to "break the ice" buying a product. Coupons can become an incentive to encourage testing of products or services you offer.

9. Post something exciting

If you want your posts to please the fans and not be ignored among daily notifications, emphasize visual impact. Everything published must be attractive, fun, cute, so to arouse users emotions and curiosity. Make use of quotes in this regard known characters, jokes and funny jokes, images instead of text posts, photos with interpretable humorous or suggestive photos to promote its own brand.

10. Beautifully presented products and service

Perhaps a trivial description no longer awakens public interest always looking for originality, to ignite his desire to test, to try to buy. Do not focus on presenting the actual product itself, but rather put it in value indirectly by quoting famous people who have already decided to use the products, or by means of recommendations and / or instructions for use. They say a good picture "weighs" more than a thousand words, therefore another example of social media promotion that put you products in values is the introduction of suggestive images.

11. Earn your popularity

Facebook is a community where people meet with other people, not brands, any business carried on in a social context. As the dialogue unfolds between human beings, it would be absurd to manage a Facebook page based on a serious and formal communication. You can always customize products with mascots or a series of videos that open fans their "appetite" and curiosity.

12. Gain Facebook fans confidence

Change how you expose your products and services. Users will appreciate it more if you get inventive adding information about her origins, or if you learn how to use them. Our recommendation is to help them become familiar with the business that you manage, presenting them interviews with company employees, opinions of experts in the field, explaining manufacturing procedures, etc.

13. Turn your clients in testimonials

Usually potential customers interested in purchasing products and services, is based on recommendations of kith, friends or other consumers who have already tested. Favorable opinions can be considered a true goldmine for your business promotion. To this end, add posts that users engage in discussions vis-a-vis the possibilities of use of the your offer products, the benefits obtained once they have tried, etc.

As you already understood, without a viable marketing plan, your dreams to turn Facebook fans into customers will remain a utopia. By following these rules, you will begin to enjoy the results. For starters, slowly, fans will become customers, and for the rest ... patience, in time will get you rounded and income.

4. How to add Login with Facebook, Twitter and Google functionality to your website Using PHP

Surely you've come all with the ubiquitous buttons "Like" or "Share on Facebook" and probably many of you have implemented on personal sites or customers, without encountering great difficulties too. But how it is when you want more advanced stuff regarding interaction with Facebook? My guess is it's almost as easy and I show you why I say this, still.

This article present some basic elements on using user authentication Social Graph API Facebook launched about a year ago and which uses OAuth 2.0 standard. Graph API is based on two elements: objects and connections, and the data is returned in JSON format or 302 HTTP header with the address where the physical resource is desired (such as the profile picture). We can look at the types of objects just as some classes, each with its properties, connections accounting methods by which related objects are accessed.

Objects are a representation of the data types available on Facebook. Any information (messages, notes, links, images, etc.) added by users Facebook is an object identified by a unique ID regardless of the type of object, so any object can be accessed through a URL https://graph.facebook.com/ID_OBJECT.

<https://graph.facebook.com/344308301> or using a alias <https://graph.facebook.com/ceva>

Of note is that the alias me; <https://graph.facebook.com/me> will always return an object of type Userpopulat with details of the current user.

Connections represent the relationships between objects and can be accessed via URLs https://graph.facebook.com/ID_OBJECT/TIP_CONEXIUNE form.

<https://graph.facebook.com/344308301/feed>. This request will return a collection of objects of different types (images, comments, links, etc.) connected via a feed of the user type ID "344308301" (or alias ceva), but not necessarily belong to it.

To access the API, Facebook provides provides for application developers a variety of tools, including SDKs for iPhone and Android, but in this article I will limit tp the PHP SDK.

- First of all, we have to go through the registration process of the application that we want to realize where we provide various details such as name, description, a representative picture etc, after which we will receive two keys: "Application ID" (client_id used as the OAuth) and "Application Secret" (used as client_secret). These keys will be used to identify the Facebook application which requires (and we hope to receives) user consent to access them / change your personal data. The registration process can be initiated by clicking on the "Set Up New App" in page <http://www.facebook.com/developers/>.
- It should be noted the domain that the application will run in the "Web site" page preferences.
- Next, you need to download the archive with PHP SDK on Github and extract the src folder contents in a place where it can be accessed by code that we will write next. An example might look like file structure is as follows:

```

/facebook/
./facebook-api/
./facebook.php
./fb_ca_chain_bundle.crt
./index.php

```

- The next step would be where finally writing code to connect us at Facebook. Include library provided by Facebook require './facebook-api/facebook.php';
- Define the application ID and secret key used to identify the application (provided by the Facebook app's listing)

```

define ( 'APP_ID', 'xxxxxxxxxxxxxxxx');
define ( 'APP_SECRET', 'XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX');

```

- Construct an instance of Facebook class with the desired settings, which we will use to access the API. The options that can be instantiated class Facebook are:
 - APPID: Application ID
 - secret: Application Secret
 - cookie: A value that can be converted into TRUE or FALSE and indicating whether support will be enabled for cookies so that the current session could be used to access the API and JavaScript (optional)
 - domain: The domain for which the cookie will be available (optional)
 - fileUpload: A value that can be converted into TRUE or FALSE indicating whether file uploads will be available (optional)

```

$FBSettings = array(
    'appId' => APP_ID,
    'secret' => APP_SECRET,
    'cookie' => TRUE
);
$facebook = new Facebook($FBSettings);

```

- Checking for a valid session and try taking the current user data. A session is valid in that it was signed with a valid key, but that does not necessarily mean that it is active. A session can expire after a certain time, after a user has concluded the session on Facebook (Logout) or after the user has removed the app to access their data on Facebook.

```

if ($facebook->getSession()) :
    try {
        $user = $facebook->api('/me');
    } catch (FacebookApiException $e) {
        // probabil sesiunea a expirat...
    }
endif;

```

- If there is no user with an active session, is generated URL link authentication. Facebook method :: getLoginUrl method () accepts a parameter of type Array which can contain multiple keys, the most important being:
 - next: The page where the user will be redirected after authentication on Facebook
 - cancel_url: The page where the user will be redirected if he does not entitle the application to access their data on Facebook

- req_perms: A list of keywords separated by commas, specifying what permissions requests the app. For example, user photos permission is required to access user-added photos, and user photo video_tags is required to access photos and videos added by others, but the current user is present. The full list of permissions is available here.

```

if ( !$user ) :
    $loginUrl = $facebook->getLoginUrl();
    echo '<a href="'. $loginUrl . "'>Login</a>';
else :
    $logoutUrl = $facebook->getLogoutUrl();
    echo 'Salut '. $user['first_name'] . '!';
    echo '<a href="'. $logoutUrl . "'>Logout</a>';
endif;

```

Complete code looks like this:

```

<?php
// Facebook library
require './facebook-api/facebook.php';

// login data application
define('APP_ID', 'XXXXXXXXXXXXXXXXXXXX');
define('APP_SECRET', 'XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX');
// connection settings
$FBSettings = array(
    'appId' => APP_ID,
    'secret' => APP_SECRET,
    'cookie' => TRUE
);
// initialization
$facebook = new Facebook($FBSettings);
// checking session
if ($facebook->getSession() :
    // checking the validity of session
    try {
        $user = $facebook->api('/me');
    } catch (FacebookApiException $e) {
        // probably expired session ...
    }
endif;
if ( !$user ) :
    $loginUrl = $facebook->getLoginUrl();
    echo '<a href="'. $loginUrl . "'>Login</a>';
else :
    $logoutUrl = $facebook->getLogoutUrl();
    echo 'Hello '. $user['first_name'] . '!';
    echo '<a href="'. $logoutUrl . "'>Logout</a>';
endif;
?>

```

From here on, all you have to do is call the method Facebook : api () giving it as a parameter a String formatted as data corresponding URL you want to access it, for example:

1. As above, to access personal profile, full address of which would be [https://graph.facebook.com/me /](https://graph.facebook.com/me/) where /me is the parameter that we use. As a result we get a Array with User object keys.

```

$ Profiles = $ facebook-> api ('/ me');
2. To access the feed:
$ Feed = $ facebook-> api ('/ me / feed');

```

The result will be a multi-dimensional Array that will contain objects of different types, such as Link, Photo, status updates, etc.

2. To access albums:

```
$albums = $facebook->api('/me/albums');
```

5. Conclusions

The World Wide Web of information was content overload, overwhelming users with too many choices. The World Wide Web of people relies on those we like and trust as filters, delivering information that helps us decide what to read, what to buy, and what to do. Because of their broadcast nature, Facebook and Twitter are ideal platforms for word of mouth, which means existing customers will become a critical prospecting engine. To cope with this new reality, companies need to rethink CRM from the ground up. They'll likely need to invest more in customer loyalty and take steps to empower customers with tools, information, and incentives to be an effective sales and marketing force. This is an exciting time for CRM. Facebook, Twitter, and other social media have made the Internet better: At long last, it's all about people and not technology. Customers can finally become the true focus of CRM.

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