Taking advantage of online communication and Big Data technologies for digital customer experience

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Abstract

Social Relationship Management (SRM) is a new consumer engagement strategy based on interactivity and cooperation that has been made possible by the Internet and Big Data technologies (Social Customer relationship management). As a result, customers will feel more involved and happy. In order to successfully implement social CRM, a number of organizational, human, and technological considerations must be taken into account. There are, however, just a few ways that may be used to help companies with these processes.

To put it another way, customer experience management (CEM) is the data-driven process of creating customer experiences or possibilities for customer co-creation that results in long-term customer value. EEM is a data-driven solution that aims to provide employees with good, meaningful, and engaging work experiences, which follows the same principle. Customer equity and its support by EEM were the focus of this study. EEM has a direct impact on CEM and an indirect impact on Customer Equity through CEM, according to the findings. Three EEM system features are proposed in the study to enable CEM and drive Customer Equity: Identifying employees' experiential needs for job-crafting, engaging employees in innovation and incorporating employees in customer experience design.. The model's validity has been demonstrated in the hotel industry, but its ramifications extend beyond the hospitality sector.

Keywords: -Employee Experience, Employee Engagement, Social customer relationship management, Customer engagement, Internet technology, Big Data technologies.

1.   Introduction

Due to increased rivalry, globalisation of the market, and advancements in technology, how businesses view their customers has shifted considerably. A century ago, firms were solely concerned with making money. First half of twentieth century, firms began competing to persuade buyers that their products were better. Firms soon learned it was not necessary to sell their products to consumers but rather to produce what was in demand by market sectors during this same century's second half. CRM (Customer Relationship Management) became the dominant business strategy at the beginning of the twenty-first century, where each customer was handled as an individual and unique individual based on their preferences.

Figure: 1 Globalization and Technological Advances

Changing an organization's strategy from one centred on products to one that focuses on customers is at the heart of CRM. Creating value for clients, understanding their requirements, and providing services that add value are the primary goals (King and Burgess 2008). Having happy customers makes it easier to keep them, which raises the company's worth and gives it a competitive advantage over its competitors.

CRM has been conceptualized from five different viewpoints:

1. Process,

2. Strategy,

3. Philosophy,

4. Capability,

5. Technological tools

So there is no recognised definition of CRM, as a result. "At its foundation, CRM is a combination of technologies and business processes utilised to meet the needs of a client during each given engagement," according to Bose (2002). CRM refers to the process of gathering, analysing, and applying information about existing and potential consumers in order to increase sales of both goods and services. Michael Faye man (2002)'s work should also be mentioned in this context. In this article, the author identifies the following three CRM areas: company:

a) Operational CRM, which deals with actual interactions with customers;

b) Analytical CRM, which analyses data about a company's customers and presents them in such

a way as allow better and quicker business decisions to be made.

c) Collaborative CRM, which promotes inter-departmental teamwork and communication within a

company for the purpose of improving overall customer experience.

An effective CRM deployment necessitates a multidisciplinary strategy that considers not only the technology but also the people involved in the process (Chen and Popovich 2003). However, it has only been

possible because of the advancements in information and communication technologies. CRM integrates technological and functional components to link the front and back offices (finance, logistics, warehousing, accounting, human resources, and so on) of an organisation (Strauss and Frost 2002; Zamil 2011). A data warehouse is the primary source of structured data used in CRM. Data from operational systems like ERP or SCM are extracted, converted, and fed into the data warehouse.

2. Customer Experience Management

CEM was modelled after experiential values in this study, following the recent studies that proposed to operationalize CEM with an emphasis on building or delivering experience co-creation opportunities (Lei and colleagues 2020; Lugosi et al. 2020; Schiavone et al. 2020; De Silva et al. 2020) Our definition of CEM is managing experiencing value co-creation possibilities and using experience theory to describe experiential values as:

a) Emotional experience,

b) Cognitive experience,

(c) Sensorial / behavioural experience,

(d) social/relational experiences. An emotional experience refers to the customer's feelings and emotions as well as their personal sentiments, which could lead to a favourable or negative mood, according to Brakes and colleagues (2009). (e.g., strong emotion of joy and pride).

3. Employee Experience Management Systems

As the most tangible service interface, service professionals play a critical role in understanding customers' experiential demands, generating experiences, delivering brand experiences, and thereby optimising the value and distinguishing the service brand from the competition.. Employees who are 'living the brand,' according to Harris (2007), help shape the consumer experience at a company's core. Because employees are the key constituents of service experience co-design and co-creation, internal marketing literature suggested that engaging employees is a vital step toward CEM. By making their work meaningful, employees may better contribute to customer experience co-creation. They can do this by being included in decision-making and service innovation; and they can be recognised for their effort (Saks 2014). As a result, fostering an environment where employees like their work is reliant on their active participation.

4. Literature review
4.1 Social software

There is no doubt that (Musser and colleagues 2006, p. 4). Web 2.0 is a term for which no consensus has been reached. "a set of economic, social, and technology factors that collectively provide the framework for a more mature, distinctive medium marked by user participation, openness, and network effects" is Tim O'Reilly's definition of the next generation of the Internet.

The development of new communication tools helps enterprises to gain a competitive edge through the use of social software (Web 2.0 applications for social purposes). Aside from the fact that users may access information, they are also able to express their thoughts and feelings freely through social media (a set of social software programmes). The sharing and exchanging of information is facilitated by social media.

4.2 Social CRM

Customer relationship management (CRM) can take advantage of social media because of its relational aspects and characteristics (Ulbricht and Hosing 2012). "A philosophy and business strategy, supported by a technology platform, business rules, processes and social characteristics to engage the customer in a collaborative conversation to provide mutually beneficial value within a trusted and transparent business environment," is one definition of social CRM.

5. Big Data

With the present ability to collect and analyse vast amounts of data, Big Data, Social CRM may draw conclusions about all kinds of company-customer interactions. In the last two decades, the digital world, mobility, and constant connectivity have transformed these processes and interactions dramatically. Advances in infrastructure and storage techniques have made it possible for large volumes of structured and unstructured consumer data to be evaluated quickly and cost-effectively, and for most firms this is a significant advantage.

5.1 Big Data in Social CRM

Big Data is a technology that has the actual potential to alter important parts of customer relationship management, giving businesses an advantage over their rivals. It is possible to extract value from consumer data using Big Data technology, which is secure, scalable, and effective. For example, a firm can use customer data and Big Data to find new opportunities, predict a client's tendencies, and improve customer happiness by uncovering secret knowledge about the customer and utilising it for the company's benefit.

6. Analysis of data collected

The people answerable for the utilization of the SCRM-IRIS strategy in the organization demonstrated that the utilization of this technique has permitted them to have an amazing perspective on the necessities, extension, outcomes and chances of the task, as well as permitting them to execute Social CRM rapidly and with next to no huge issues.

Then again, the accompanying advantages have additionally been featured by the Social CRM group of the organization similar to the main given by Social CRM:

a) Centralization of information connecting with the organization's clients in an open (for both inward clients and clients outside the organization) and simple to-utilize framework, permitting a consistent progression of that information.

b) Quick aggregation and spread of data connecting with clients.

c) Allows a trade of client portfolios between salesmen that is speedy, simple and dependable, on the grounds that the framework concentrates all the information about clients, including the notable highlights, inclinations, developments, and so forth.

d) It records all the historical backdrop of questions and issues from clients with the arrangements that were taken on. This set of experiences is accessible to answer inquiries or comparable issues (for that client or others) all the more proficiently and demanding less investment.

7. Organizational framework

In this stage, the investigation of the organization's goals and culture ought to be performed considering the various qualities of Social CRM:

Survey of the undertaking definition The point, vision, procedure, strategy and upsides of the organization ought to be reformulated, considering the way in which the organization sees and deals with its clients to upgrade the advantage of the two players. The accompanying key parts of Social CRM ought to be considered:

1. Corporate methodology needs to think about friendly client (Greenberg 2010).
2. The connection among business and the social client centers around a cooperative exertion, and on friendly client commitment and responsibility, not friendly client the board (Greenberg 2010; Mosadegh and Behboudi 2011).
3. Customers are invulnerable to the intricacy of the divisions of the organization, with the goal that all offices ought to oversee clients.

8. Customer strategy

As well as customer management, social CRM aims to locate, attract and retain new social customers, as well (Greenberg 2010). Customers who use Social CRM are referred to as "social customers." Social Customer Strategy must be defined as part of the overall Customer Strategy for them.

- The first step is to segment social customers based on the communities idea and the enterprise products and services that each social customer is most interested in.
- Sub-communities can be created based on the qualities that are deemed appropriate for each community in order to generate additional layers of segmentation in those communities that are deemed required.

9. System for assessing customer relations

The distinctive attributes of Social CRM contrasted with conventional CRM make it important to characterize new pointers that are not in the estimation arrangement of a customary CRM.

a) Traditional markers like site page sees, number of snaps, transformation rate and page or site "tenacity" (Greenberg 2010), albeit additionally considering perspectives, for example, time spent on a page, the times a page has been visited by a similar individual and the quantity of site visits per meeting.

b) Generic social markers, for example, (Greenberg 2010):

c) Volume the times a subject is referenced contrasted with authentic examples.

d) Tone the rates of positive, negative and unbiased suppositions.

e) Coverage The quantity of sources that are producing the discussion with respect to a specific subject.

10. Conclusion

Organizations must be cognizant of the shift in data usage and actively prepare to take part. There are three crucial steps that must be followed to ensure the safety of your loved ones. It's important to treat information and data like human and financial resources. The company needs to be able to generate and share knowledge from the data, as well as design an infrastructure that allows it to address challenges and opportunities posed by technological differentiations like security, cloud, mobility, and big data.

An approach termed the SCRM-IRIS methodology is presented in this study to assist firms in gaining value from data by creating a Social CRM system. One of the methods has been tested in a real-world setting to see how well it works. The usage of the SCRM-IRIS methodology in the organisation has helped them to acquire a great picture of the project's needs, scope, implications, and opportunities, as well as to adopt Social CRM swiftly and without significant complications.

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