



Rainer Alt, Olaf Reinhold

Social Customer Relationship Management

Fundamentals, Applications, Technologies

Series: Management for Professionals

- Provides a framework for planning, applying and implementing Social CRM
- Provides examples for successful application scenarios and available software tools
- Presents potential implementation approaches, architectural options and measures for privacy protection

Social media has received considerable attention, and many potential benefits, as well as concerns, are now being discussed. This book explores how social media can successfully support business processes in marketing, sales and service in the context of customer relationship management (CRM). It presents the fundamentals of Social CRM and shows how small and large companies alike have implemented it. In turn, the book presents analytic and operational software tools that offer features for enhancing and streamlining interactions with customers. The book concludes with an overview of essential design areas that businesses need to bear in mind when introducing social media into their CRM strategies. In this regard, it also points out key success factors, limitations, and data protection aspects.

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