

SOCIAL MEDIA MARKETING – A TOOL FOR SUCCESSFUL RELATIONSHIP MANAGEMENT IN SERVICE INDUSTRIES

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Abstract: *Over the past few years of technological development, social media has grabbed a hold on almost all our day to day activities, be it personal or professional. The contribution of social media and its part in our life is increasing day to day with all the improvements going on around the world as we are reading this. Focusing the IT sectors, social media has dominated it and people has already realized that without social media and networking they can't carry on their business or even run their show for a single day. The birth of social media has contributed to the fact that people can contact as many number of people being physically present in a single place and that too within a limited amount of time. And the rule of IT sector says that Time is Money. Although we know a few common names like the Face book, LinkedIn as some of the social media that we use these days, there are many platforms that we haven't heard like the Manta, Compass, Info-free and so on. The main aim of this paper is to identify such platforms in social media and to find out its individual contribution in the increase of business in relation to the IT service industries.*

Keywords: *Social media marketing, service sector, Networking, Relationship management.*

I. INTRODUCTION

Social Media can be literally defined by a dictionary as – websites and applications that enable users to create and share content to participate in social networking. Social media has become an integral part of modern society. There are a set of general social networks with user bases larger than the population in most of the countries owing to the fact that a single user can have an accounts in various networks and access all the social media's that they have an account in at the same time, there are niche sites for virtually every special interest which only concentrates on any particular area of interest of the users and gather all those similar interested people into one group to share their ideas and views in the network. There are sites to share videos, photos, music, update their moods, status and sites for meeting people around the world and there are even sites which help people to get connected even without knowing each other. So when we look out into the wide

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ocean of internet and networking, there are seemingly many networks and social solutions out there for just any need and purpose which the people can just think of. Social Media technologies take on many different forms including magazines, Internet Forums, Weblogs, Social Blogs, Micro blogging, Wikis, Social Networks, and Podcasts. Even though we might think that social media has emerged out of nowhere in the recent past but the actual fact is that it has grown along with the technological world for many years to come dating to years we even didn't know that people were using social media. Sites like Facebook, Twitter are the natural outcome of many centuries of Social media development. Social media has really in- fact led to the expansion of the ability of people to communicate to others. Initially it was the state in which those who wish to communicate, need to communicate directly and then grew a stage in which they can communicate via telegraph, telephone and all those gadgets and gizmos developed for this very purpose. And then there came a situation where communication with one person is not enough for the human mind and they wanted to interact with many at the same time and so there emerged something what we call today as Social Media. Some of the path which the current existing social media travelled can be put down as Telegraph (1792), Telephone (1890), Radio (1891), Computers (1940's), Usenet (1979) and so on. This travel led to a slow and huge advancement to some present platforms like Facebook, LinkedIn, MySpace, Photobucket and Flickr which emerged after the 2000's. Today there is a tremendous number of social networking sites and many of them are present to create an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to- person communication. Such has been the growth of social media over the years.

II. NEED FOR THE STUDY

Information technology in India is an Industry consisting of two major components: IT services and Business Process Outsourcing (BPO). The sector has increased its contribution to India's GDP from 1.2% in 1998 to 7.5% in 2012. Concentrating on the IT service industries, their entire business runs on the concept of identification of leads or contacts which would turn out to be a potential customer in the future. And in the present technological world social media is one huge Gold Mine of contacts and leads for such industries. The main need of this study is to find out how much is the contribution of social media for this very purpose of identification of contacts and thus lead to the increase of sales, which in turn leads to the increase of business for the organization.

III. OBJECTIVES OF THE STUDY

The main objective of the study is to identify the understanding of users towards various social media, identifying the effect of social media in bringing out effective

leads, identifying the effect of social media in increasing sales due to the effective leads identified, and at last identify the rate of relation between effective leads and sales and the contribution of social media to it.

IV. RESEARCH METHODOLOGY

The study is done in a renowned IT service Industry called Payoda Technologies situated in Perungalathur, Chennai, and Tamil Nadu. The company is basically headquartered in Coimbatore but the study was done mainly only among the employees of Chennai branch. The location was purposely selected for the study for its proximity and convenience for conducting frequent visit and since it is a service industry with promising growth over the past years. The population was the employees of Payoda Technologies, Chennai who were nearly 130 in number (Day and Night Shift included). Among the total population of 130, 115 samples were collected for the analysis. There is no particular age group among the employees and the age was not considered as a factor for analysis since the usage of social media is the key aspect here and it is not affected by the age criteria since all the employees know at least a little about the social media and the company ensures it in their norms as well. Simple Random sampling was the sampling method used for the study and the Primary data was collected with the help of questionnaires distributed among the employees of the organization. And the analysis was done through statistical tools like Percentage Analysis, Chi-Square and Correlation using Spss. Secondary data was not needed and hence it wasn't included in the study.

V. SOURCES OF DATA

- *Primary Data:* The first hand primary data was collected through a questionnaire which was distributed to the employees at leading IT industries in Chennai. standardized questionnaire was used to gain the desired information from the respondents by giving them multiple choices for the questions. It also includes demographic factor such as age, gender, educational qualification and work experience
- *Secondary data:* The secondary data was collected through the company profile, the company manuals, books and websites.

VI. ANALYSIS AND FINDINGS

The majority of the respondents 110 [95.7%] were aware of Facebook. Hence, it is understood that more number of people knows about Facebook comparing it with any other social media in existence.

The majority of the respondents 48 [41.7%] responded that they find what they search for, Almost always when using Social Media.

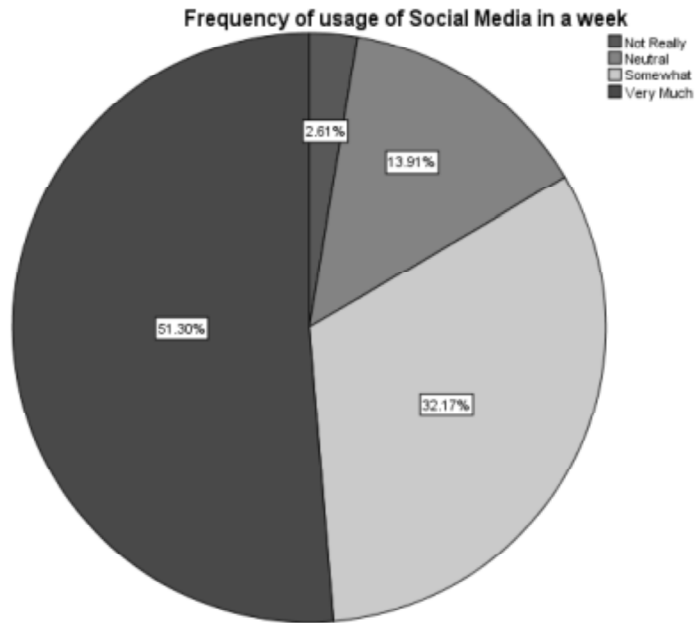


Figure 1: Frequency of usage

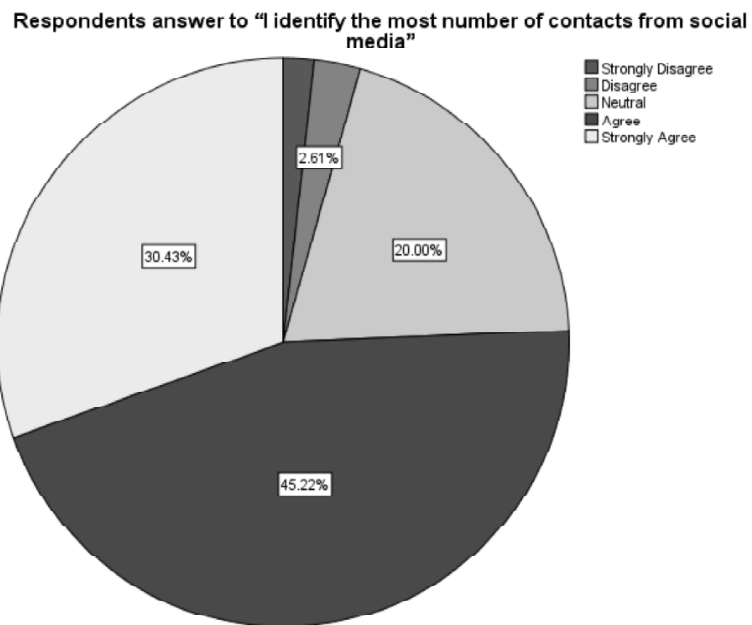


Figure 2: Most contacts are from social media

The majority of the respondents 52 [45.2%] responded stating that they Agree to the fact that they identify most number of contacts from the social media. The majority of the respondents 59 [51.3%] responded stating that they use Social Media very frequent considering a single week of usage. The majority of the respondents 50 [43.5%] have responded that they use the social website which they think is useful for them in their professional website Almost always in the entire week. The majority of the respondents 57 [49.6%] Agrees to the condition that considering all the contacts they identify from the social media, more than 80% contacts are valid. The majority of the respondents 43 [37.4%] stay Neutral in answering to the opinion, that they use their personal reference for identifying a contact apart from using Social Media. Hence it is understood that the respondents are trusting the Social Media to choose their contacts rather than going along with their personal instincts. The majority of the respondents 57 [49.6%] Agrees to the statement stating, – Social media and contact generation go hand in hand.

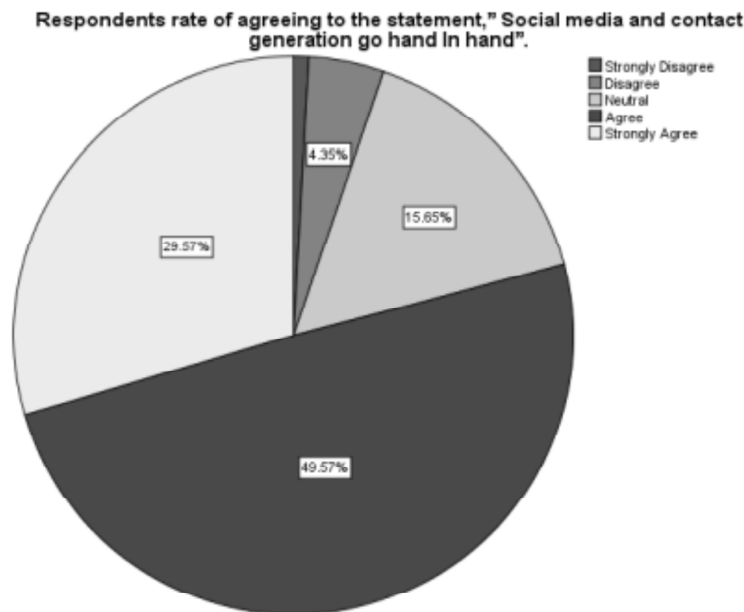


Figure 3: Social media and contact generation go hand in hand

The Majority of the respondents 54 [47%] feel satisfied with the fact that sales has increased in their organization due to the contacts identified via social media. The majority of the respondents 57 [49.6%] stated that they Sometimes get to contact the lead they identified via social media. The majority of the respondents 46 [40%] stated that only Sometimes the lead they contacted turns out to be an effective client. The majority of the respondents 44 [38.3%] stated that only Sometimes the clients identified from Social media goes till the deal closure extent. The majority

of the respondents 54 [47%] stated that there is an Increase in the business for the organization due to the contacts identified.

VI. RECOMMENDATION

There are a certain number of employees who do not have ample knowledge in using the social media and for that they should be provided a training programme just to polish their skills in using social media.

1. The employees are to be taught about the various social media that is in existence and updated on their knowledge.
2. Navigating through some of the social media seems to be the problem at times, proper training can be provided to avoid this problem.
3. The employees should be taught about the use of different social media that will help them in building the business of the organization. The employees should be made to understand which social platform to use, when and why according to the need.
4. Network Interference should be avoided by provided the employees with proper technical facility and equipment's.

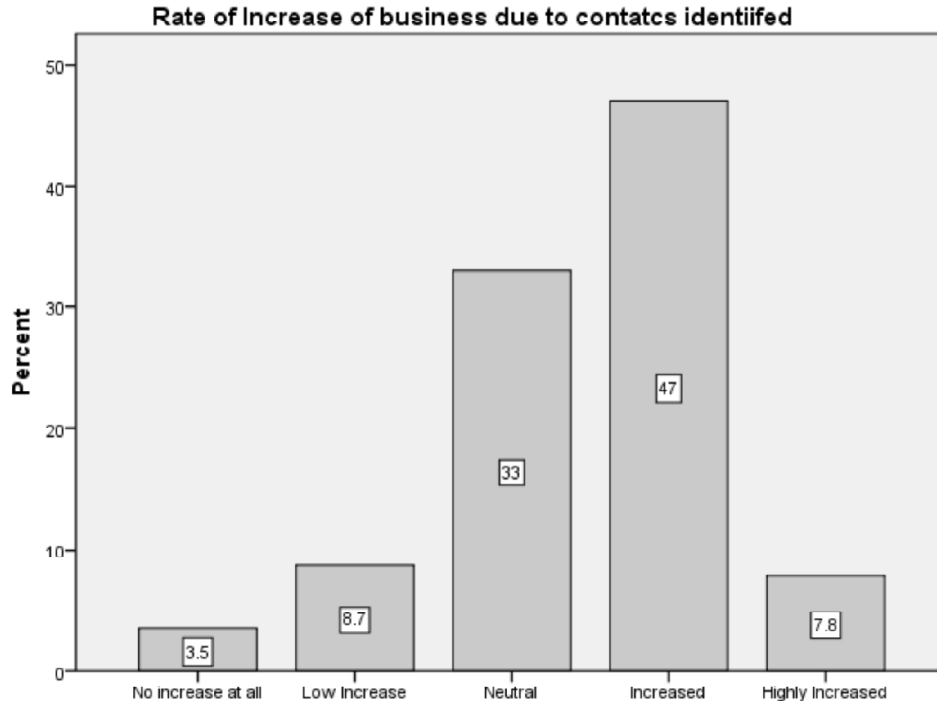


Figure 4: Rate of increase of business due to contacts identified via social media

5. Achieving increased level of cooperation between the various departments of the business in terms of achieving CRM related aims and objectives.
6. Introducing CRM aspects of the business at the initial stages of the project and integrating it with long-term aims and objectives;
7. Specifying the activities of CRM implementation as a continuous process for the future years.
8. Ensuring the existence of CRM skills in all employees within the organisation.
9. Implementing an effective audit/review system in terms of improving the quality of CRM awareness among employees.
10. Developing an effective communication channel for CRM implementation throughout the organisation.

VII. CONCLUSION

This study investigates the impact of Social media in identifying leads/contacts thus in turn leading to the increase of sales and business in the organization. If the leads identified are valid, then automatically it will lead to the increase of sales as the leads identified will lead them to it but if the leads identified are not valid or if the leads identified are fake then it might lead to the decrease of sales. Also lead generation also has a relation with the usage of social media by the respondents. If the user (in this case respondent) does a frequent usage of the social media then automatically he/she knows how to use the social media effectively and this will lead to more number of leads which ultimately leads to increase of sales In the organization. There are also certain factors depriving the effective usage of social media, like network traffic, unable to navigate within the social media and so on.

Even though the user do know how to use social media there are certain times at which some may not be knowing the usage of a new social platform which they haven't used before they join to work in the organization. So in order to avoid that the employees are to be taught about the various social media that they need to work on in the course of work in the organization. This will lead to the development of their capabilities in using the social media and navigating through it easily. And also will have a positive effect on the organization increase of business. Learning never stops at any age. So, in order to keep themselves ahead of others in the similar field the employees of the organization should learn and keep themselves updated in the various social media and the platforms that they need to use for their professional career. CRM and how they can foster an environment that embeds a CRM ethic in – the way we do business around here . What a corporation is doing for society is both a matter of external communication and a way to influence employee's perceptions of their organization. It integrates these two mechanisms in a new framework explaining how CRM perceptions stimulate

the adoption of workplace attitudes and behaviours that may ultimately substitute corporate performance of employees. This model provides a view for studying how corporations, in doing well by doing.

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VIII. AREA OF FUTURE RESEARCH

This study additionally point out some major thrust area of research and light the scope for further work in the same areas like stages of technology and innovation in the end of its life cycles; service innovation in other industry, the problems faced by the banks to change or introduce innovation with trained employees in exiting service modules and what is its loss or cost, pitfalls of the government policy to make the changes easily in nationalized banks and the impact of cost control and cost management system while launching innovations in service.

Functionally to integrate CRM objectives into how business gets conducted. Most will find upon reading this report that they have many good practices underway. Many will find they have a new structure for their thinking they can apply practically in the workplace. Regardless of the point of view, all agree that effective awareness on CRM implementation has an enormous commitment towards a successful organisation. Indeed, the roadmap is predicated on the assumption of this top level commitment in communication and decision-making of CRM plans have been fruitful over the decades. However, more and more organizations are committing to sustainability and to embedding CRM into "all that we do", so it is hoped that the studies provide some guidance as to how to go about doing this. The firm of the future is expected to have undergone significant transformation such that CRM no longer becomes managed as a separate deliverable, but is part of the experience of being an employee in an organization that lives its values. For all professionals embarking on CRM or deepening their CRM experience, this roadmap can help them understand their role in sustainability.

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