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Implications of Social Media in the Enterprise

Social media is fundamentally changing business communications, and customer relationship management (CRM) will need to evolve and reflect these changes.

The recent penetration of social media in the business community seemed nearly inevitable, as millions of people across the world gravitated toward a variety of innovative online communication platforms. Now, this phenomenon is changing the habits and expectations of consumers.

Social media is empowering customers like never before when making purchasing decisions. They can now gauge the opinions of friends, peruse online reviews or elicit rapid responses from companies by posting inquiries on Facebook walls and Twitter feeds. Not only are customers more aware of alternative options, but the criteria for service quality is constantly being raised.

To meet the challenges presented by these escalating demands, social CRM competency is becoming a business imperative.

According to Destination CRM, the first thing companies must do is consider adapting their organizational models to address the development of more direct customer communications and multilayered engagement. Once the framework is operational, a focus on governance and social media training may be important as employees get up to speed on responsible and effective use of the technology.

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