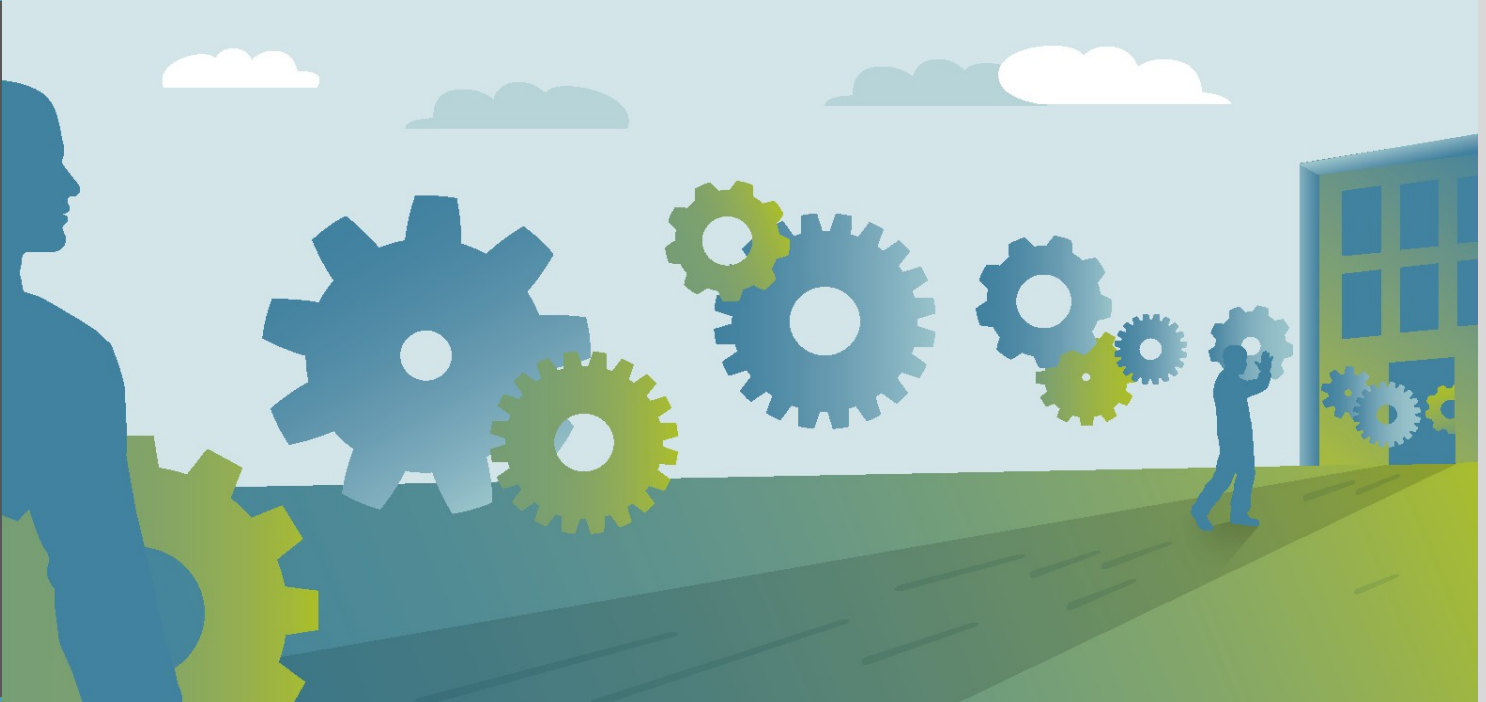


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Simplifying Social CRM Implementation

The benefits of social customer relationship management (CRM) may be too powerful to ignore, but before deploying a host of new tools and strategies, it is important to simplify plans down to a few key elements.

Social CRM allows businesses to engage with their customers on a whole new level and garner a wealth of valuable, actionable information. However, the impressive versatility of the technology can seem overwhelming at first as companies plot their initial moves toward deployment. Before moving forward, companies must identify what benefits they are seeking to gain from social CRM. Before strategies can be designed, there must be an overarching target in place with which to align.

Businesses are also encouraged to decide upon a limited number of tools to use at first. Setting up a strong presence on major mediums like Facebook and LinkedIn will be more beneficial than spreading resources too thin and creating mediocre results on a wider range of platforms.

Finally, companies should be prepared to engage in two-way communications on any channel they make available to customers. Offering an short message service-based customer support line can be a great idea, but if an inadequate distribution of resources translates to long response times, customers may walk away dissatisfied.

For all the potential benefits offered by social CRM, quality over quantity still holds true. A simple, well-aligned, sustainable strategy should be the goal of any customer service paradigm.

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