INTEGRATING SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT INTO CUSTOMER RELATIONSHIP MANAGEMENT PROCESSES IN ACADEMIC LIBRARY

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A dissertation submitted in partial fulfillment of the
requirements for the award of the degree of
Master of Science (Information Technology Management)

Faculty of Computing
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MARCH 2014

I lovingly dedicate this thesis to:

My father for his endless support

&

My mother for her everlasting love

ACKNOWLEDGEMENT

Praises to God for giving me the patience, strength and determination to go through and complete my study in master degree.

I would like to send my appreciation to my supervisor, Assoc. Prof. Dr. Azizah Abdul Rahman, for her support and guidance during the course of this study and making this study possible. Above all and the most needed, she provided me unflinching encouragement and support in various ways.

Also, I would like to acknowledge Dr. Norris because of his enlightening suggestions to improve my thesis.

My deepest gratitude goes to my family for their unflagging love and support throughout my life; this dissertation is simply impossible without them. I am indebted to my father, for his care and love. I cannot ask for more from my mother, as she is simply perfect. I have no suitable word that can fully describe her everlasting love to me. I feel proud of my brother, him love and persistent confidence in me, has taken the load off my shoulder.

Moreover, I would like to express thank to my dear friend, Bahareh Moradi for her support during my thesis submission.

ABSTRACT

Social Customer Relationship Management (SCRM) is a novel concept that unites social media technology with customer relationship management. It is essential that libraries in academic environments and their members require some specific means to strengthen the related communications between instructors, students, and librarians of the academic environments. This study aims to integrate SCRM characteristics into CRM processes in the library context. A case study was conducted at UTM library (PSZ). The characteristics of social CRM and CRM processes are explored from several case studies in literature review. The characteristics of SCRM are applied to CRM processes in an initial Library Social Customer Relationship Management (LSCRM) framework. In order to refine and verify the framework, interviews with expert librarians and customers of PSZ library were conducted. Qualitative data analysis was done to finalize the framework. The proposed LSCRM framework mapped SCRM characteristics into CRM processes with some social network tools which are appropriate for PSZ library. This study also made recommendations for improving the existing Customer Relationship Management by applying SCRM concept for PSZ library. The outcomes of this study may pave the way to socializing processes in academic libraries for better connection and relationship with customers.

ABSTRAK

Social Customer Relationship Management (SCRM) adalah konsep baru yang menyatukan teknologi media sosial dengan Customer Relationship Management(CRM). Ia adalah suatu yang penting di dalam persekitaran akademik dan ia menjadi suatu keperluan untuk mengukuhkan hubungan komunikasi di antara pengajar, pelajar dan pustakawan. Kajian ini bertujuan untuk menggabungkan ciri-ciri SCRM ke dalam proses CRM di dalam perpustakaan. Satu kajian kes diadakan di Perpustakaan Sultanah Zanariah (PSZ) di UTM. Ciri-ciri bagi SCRM dan CRM diperoleh daripada kajian kes melalui kajian literatur yang telah dibuat. Ciri-ciri SCRM telah digunakan ke atas proses CRM di dalam rangka kerja awal bagi Library Social Customer Relationship Management (LSCRM). Untuk memperhalusi dan mengesahkan rangka kerja tersebut, beberapa temubual bersama pustakawan berpengalaman dan pelanggan PSZ diadakan. Rangka kerja LSCRM yang dicadangkan, memetakan ciri-ciri SCRM ke dalam proses CRM dengan beberapa alatan rangkaian sosial yang sesuai untuk PSZ. Kajian ini juga mencadangkan untuk meningkatkan Customer Relationship Management yang sedia ada dengan menggunakan konsep SCRM untuk PSZ. Hasilnya, kajian ini boleh membuka jalan untuk proses sosial di perpustakaan bagi menghasilkan hubungan yang baik dengan pelanggan.

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CHAPTER 1

PROJECT REVIEW

1.1 Introduction

Online social network websites has been emerged in recent years which millions of members communicate publicly and share user created messages. But creating specific social network which can be utilized in academic environments is a new phenomenon which started few years ago. Different people are challenged in the social web areas which are included knowledge worker, social customer, informed supplier and collaborative partner. The real godfather of CRM, Paul Greenberg, describes social media as “the response of company to the ownership of the customer concerning the conversation”. In 2007, CRM started to change from a strategy that concentrated on customer transactions in to a strategy that combine customer interaction with customer transaction that is to say changed in to social CRM or CRM 2.0. This increased in 2008 (Greenberg, 2009).

Social CRM can be described as new business strategy and approach that integrate traditional CRM systems (the power of online communities of customer) and wider social networks in order to engage customers in discussion, collaboration and conversation. S-CRM or social CRM is highly emphasized by technology, people and processes in reaction to social customer. Social media required companies to reconsider their traditional approach concerning CRM in order to re-create their relationship with customer. Libraries cannot ignore that IT and WWW have offered new possibilities for delivering user service. Today’s academic libraries are facing major challenges in meeting the emerging needs of their customer (Awan, 2011).

1.2 Research Problem

The voices of society can be heard through social media. Since every member of society is a customer, the voice of customers across the social media is driving organizations to try to deliver the early promises of CRM. This can be described as great opportunity as organizations are now become able to listen, interact and respond to customers' needs and demands. Besides, they become able to facilitate the interaction between customers and other stakeholders. Social media has revealed new opportunities for co-creation, innovation and customer responsiveness. The increasing significance of relation and connection in higher education has driven institutes in this industry to start considering a systematic way of managing their relation and connection. Since the needs, demands and wishes of customer are significantly different and organizations are involved in various operations, managing relation and connection with customers is very challenging for organizations (Kleinaltenkamp & Ehret, 2006).

Likewise, in higher education sector, students are the main customers, so a systematic way of managing relation and connection between student and universities is necessary. Universities must recognize their customers and become involved in activities that strengthen their relation and connection with these customers using the suitable integration of people, process and strategy (Pausits & Pellert, 2007). The new advance and development in ICT or information and communication technologies has helped to manage such relation and connection in universities through allowing them to recognize, collect, and analyze the information of their customer systematically in order to meet their needs and preferences.

Nearly all previous researches tried to focus attention on social CRM and the way it can be beneficial for businesses. But Social CRM in higher education has not been covered completely due to the new concept, CRM 2.0 or S-CRM. Therefore, this study tries to examine the new concept of CRM, S-CRM, in higher education. Academic libraries are facing major challenges in meeting the emerging needs of their customer. This is mainly due to rise of the Internet as a strong competitor to academic libraries that enable rapid ubiquitous access to a massive body of knowledge (Pausits & Pellert, 2007).

Actually to explain problems in background of study is not real problem to solve; this study is trying to explain a new way for this update world in the higher education area. It means the main goal is to understand completely the system of CRM in academic library and find some solutions and guidance to improve the customer relationship management in this area by socializing some features.

1.3 Research Question and Purpose

Due to the above mentioned problems, this research is intended towards finding the user encouragement in Social CRM implementation for academic libraries. In this statement the research questions of this study are categorized as below:

Main Goal: Apply SCRM in higher education library

1. What are the common characteristics of Social CRM?
2. Which of the processes in the library are potential processes that are using for customer relationship management?
3. How to propose a framework to integrate SCRM in CRM processes of academic library?

1.4 Project Objectives

Predetermined objectives of the project are to set project goals and to facilitate research study conducted. The project objectives have been identified as follows:

1. To explore the characteristics of Social CRM application
2. To identify the CRM processes in an academic library (PSZ library)
3. To propose a framework to integrate Social CRM characteristics into CRM processes in the context of academic library (PSZ library)

1.5 Project Scope

The research focus is towards investigating the usage of S-CRM as a new concept for higher education, and interacting customers with institutes. There are multiple stakeholders involved in implementation phase of a Social CRM project i.e. students, alumni, donors, faculty members, and staff members. For this research, Social media users in UTM University are selected as stakeholders for study and the factors would be identified which lead to prepare a framework for initiating Social CRM in higher education institutes. The scope of this study is selected the library of UTM (PSZ library).

1.6 Significance of Study

Having a core understanding of social CRM and its implications on the desired case is the key to having an effective social development plan. In these days most people specially who they are in academic environment are using social networks in many ways, so utilizing social Medias are more appropriate rather than other ways for customers to interact with system and each other, together. Customers in higher education are interested into become users of the internet-centric instead of content-centric via social media in CRM.

By focusing on social Medias and implementing a SCRM in academic environment, the benefit of quick and frequent communication will engage the customers to involve in the changing of system. Applying social CRM will improve the services to become more mutually and easier to use. By the way social CRM applications in the scope of higher education improve innovation and learning. Hence, the importance of this study from recommendation a new social CRM system for the UTM library is to achieve benefits of updatable system for customer relationship management.

Totally for this research the significance of study are mentioned as below:

- Previously SCRM is famous in businesses; this study is going to bring the idea to higher education context.
- Social Media was for socializing; this study is going to know how it can be useful to managing CRM.
- Social CRM will improve innovation and learning in higher education.

1.7 Chapter Summary

In this chapter, the title along with problem background, scope, objectives of study and finally the importance of study was introduced. The research would provide a better understanding of Social CRM and integrating it into CRM processes in academic library to achieve the research objectives.

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