

Overcoming Challenges in Social CRM Implementation: A Systematic Analysis of Emerging Trends and Best Practices

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Abstract. The rapid evolution of social media and customer behavior poses significant challenges for companies implementing Social Customer Relationship Management (CRM). This systematic literature review aims to identify and analyze the strategies companies can employ to overcome these challenges and leverage the emerging trends in Social CRM. Through a comprehensive search of academic databases, the authors identify machine learning, big data analysis, artificial intelligence, and data mining as essential tools for managing the complexity of social media data and enhancing the effectiveness of Social CRM. The use of blockchain technology is also proposed as a means to improve data security and customer trust. The findings suggest that companies adopting these strategies can gain substantial benefits, such as improved customer engagement, reduced churn, and enhanced brand loyalty. The study contributes to the literature by providing a synthesis of the key tools and approaches for successful Social CRM implementation and offering practical recommendations for companies navigating this dynamic landscape. Future research directions are discussed, highlighting the need for empirical studies on the effectiveness of the identified strategies in different industry contexts.

Keywords: CRM, Social CRM, Emerging Trends, CRM Integration

1. Introduction

With the growing intensity of competition in the web 2.0 era, companies must be able to leverage the ease and ubiquity of internet access to improve relationships with their customers. One way to do this is to use social networks, which is a form of web 2.0, to communicate with customers in a more interactive and collaborative manner (Alt & Reinhold, 2020). Social networks allow companies to communicate multi directionally, where this allows companies to listen, respond, and share information with both existing and potential customers through various social media platforms and applications (Marques & Costa, 2019).

The integration of social networks and CRM (Customer Relationship Management) gives rise to a new concept called Social Customer Relationship Management, also known as Social CRM, which is a business strategy that combines traditional CRM processes, web 2.0 technology, and social networks (Gamage et al., 2023; Marques & Costa, 2019). Social CRM, which has attracted much attention and continues to evolve, is a new business strategy that enables customer engagement, so that customer data from different social media platforms can be utilized to improve the quality and adapt the company to user needs and preferences to enhance loyalty, satisfaction, and retention of customers (Alshurideh et al., 2023; Ibrahim et al., 2021; Yasiukovich & Haddara, 2021).

The development of Social CRM is proven by market research published by Global Industry Analysis, Inc., Which was published in March 2023 it is expected to grow by US\$1.4 Trillion by 2030, with a compound annual growth rate (CAGR) of 48.1% over the period 2022-2030 (Global Industry Analyst, 2023). This causes changes in the trend of Social CRM continuously (Lampropoulos et al., 2022).

The continuous evolution of customer behavior has resulted in many companies facing challenges and failures in implementing Social CRM, primarily due to their unpreparedness for ongoing changes (Jami Pour & Hosseinzadeh, 2021). The limited understanding and discovery of effective strategies for implementing and adopting Social CRM contribute to a high failure rate (Kansbod, 2022). These failures are supported by an analysis conducted on approximately twelve analyst reports, where the adoption failure rates range between 18% to 69% (Scott Edinger, 2018). The inherent complexity of social media data, often messy and challenging to analyze with traditional CRM tools, underscores the importance of adequate knowledge, technical compatibility, frameworks, and appropriate data processing tools for successful Social CRM implementation (Kansbod, 2022).

Beyond technical challenges, companies may struggle with addressing design errors that hinder the CRM system from meeting user needs. Additionally, a lack of knowledge regarding the effective integration of Social CRM with company processes, culture, and structure can lead to implementation failures (Tazkarji & Stafford, 2020). Furthermore, the General Data Protection Regulation (GDPR) adds another layer of complexity, complicating the acquisition and processing of data—the primary focus of Social CRM (Alt & Reinhold, 2020). Compliance with GDPR is crucial as the use of Social CRM involves accessing customer information, including transaction data that encompasses details such as location, product, quantity, and time of purchase.

In this systematic literature review, the researcher conducts a comprehensive research on the strategies that a company can use to overcome various changes and development trends that continue to occur. By reviewing various fields related to Social CRM, this research provides a holistic and effective perspective on the business strategies that can be adopted by companies.

2. Literature Review

2.1 Web 2.0

Web 2.0 is a term known in 2004 to describe new internet technologies which is characterized by the development of economic, social and technological technologies that enable multi-directional

communication (Marques & Costa, 2019). Web 2.0 involves the use of Ajax technology that allows users and companies access and reuse data from various sources. Web 2.0 was created with the aim of enabling a process where users can create and disseminate information using the internet and interact with fellow customers through various social media, blogs, and forums (Alt & Reinhold, 2020).

2.2 Customer Relationship Management (CRM)

Customer Relationship Management (CRM) represents an important approach that aims to encourage the connections between companies and customers (Fernando et al., 2023). Currently, CRM has evolved from being initially used to meet the organizational needs to being customer-centric. CRM exists to help companies build trusted long-term relationships (Marques & Costa, 2019). CRM focuses on increasing customer retention as well as increasing revenue and reputation. CRM collects information from various communication channels such as telephone, email, and social media (Alshurideh et al., 2023).

2.3 Social CRM

Social Customer Relationship Management (Social CRM) is a new paradigm in the e-business environment, where CRM combines social media with traditional CRM software (Jami Pour & Hosseinzadeh, 2021). Social CRM has five main elements: multiple social media platforms, analytics and monitoring, interaction between company and social media users, CRM, and management and integration. By embracing these elements, companies can navigate the intensifying competition and evolving customer behaviors effectively (Alt & Reinhold, 2020). Success in implementing Social CRM hinges on advanced integration and monitoring capabilities, coupled with effective interactions between companies and social media users (Alt & Reinhold, 2020).

Social CRM enhanced by integrated management practices aligned with the company's organizational structure and supported by various tools that enhance service personalization, forecast customer needs, and optimize customer interactions; Choi et al., 2020; Taleb et al., 2020). Furthermore, attention to regulatory and data privacy aspects is crucial in achieving substantial benefits (Alt & Reinhold, 2020). Compliance with regulations ensures ethical and responsible data handling practices, which in turn fosters trust and confidence among customers (Rane et al., 2023). By embracing this paradigm shift and implementing robust strategies, companies can position themselves for sustained success in today's dynamic business environment.

3. Methodology

3.1 Systematic Literature Review

Currently, the Systematic Literature Review (SLR) research method has become a commonly used method in finding answers to a problem. Systematic Literature Review (SLR) is a research method where the author will identify, evaluate, and synthesize various journals and previous research related to a particular field. This research method will go through five main stages starting from determining the research question, looking for journals that match the research question, collecting the required data, carrying out analysis, and making final conclusions.

The main purpose of this research method is to present a systematic and comprehensive summary of the existing literature. In this research, the SLR method will be used to find out in more depth what strategies companies can use to overcome the continuous development trend of Social CRM. This research will evaluate various journal articles related to the use of Social CRM in order to form comprehensive and relevant conclusions regarding the events that occurred.

3.2 Research Question

Research Question Based on the above explanation, companies need a strategy to implement

Social CRM effectively. The following table shows the research questions that will guide this paper.

RQ 1. What are the Social CRM Tools to overcome emerging trends?

RQ 2. How can these tools help companies improve relationships with customers?

3.3 Work Procedure

In this literature research, the keywords used are "Social CRM" and "Implementation Tools," covering the time frame from 2019 to 2024, with a total of 133 papers in the database.

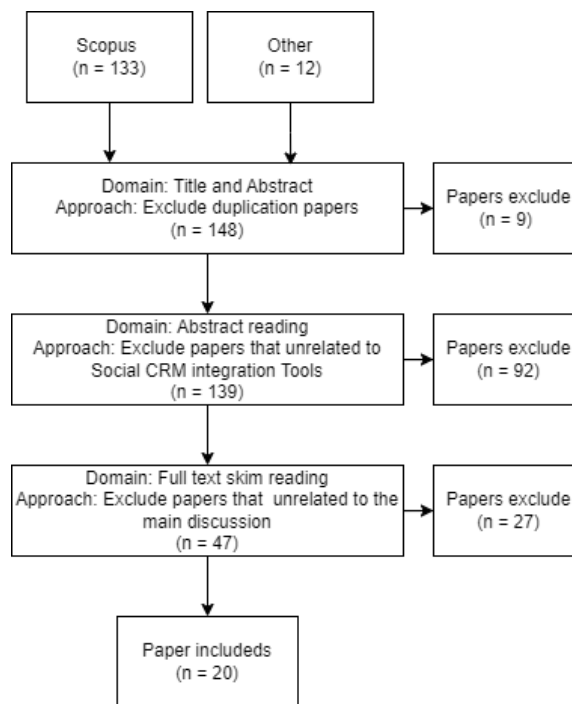


Fig. 1: Flowchart Work Procedure.

4. Result

To cope with intensifying competition, the utilization of Social CRM is on the rise. The escalation in the adoption of Social CRM is evident in the statistical data available on Scopus, as follows:

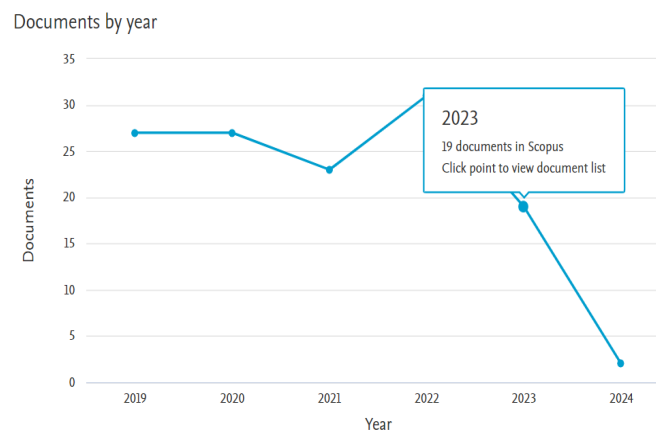


Fig. 2: Social CRM Documents.

Source. Scopus, 2024

In 2023, according to Scopus data, 19 published documents delved into the application of Social CRM, marking a growing interest in this field. This research signifies a new paradigm, as Social CRM emerges as a transformative tool capable of fostering direct and personalized connections with customers. The increasing adoption of Social CRM is indicative of its role in enhancing company competitiveness, reflecting a strategic shift towards leveraging this technology for a more impactful customer relationship management approach.

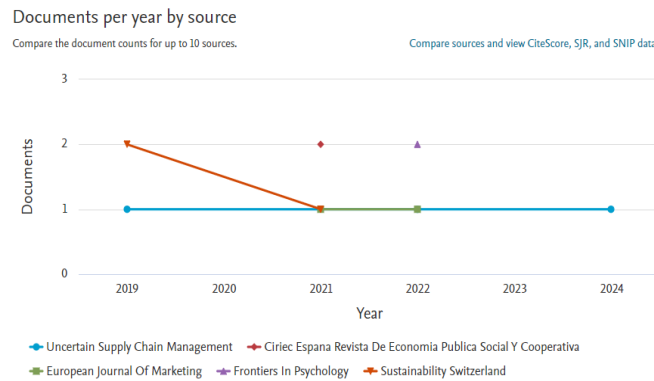


Fig. 3: Social CRM Source.
Source. Scopus, 2024

From 2019 to 2024, an analysis of documents sourced from Scopus reveals a notable interest in exploring the application of Social CRM. Various reputable sources, including Uncertain Supply Chain Management, Ciriec Spain Economics Magazine, Public Social and Cooperative, European Journal of Marketing, Frontiers in Psychology, and Sustainability Switzerland, have contributed to discussions on the utilization of Social CRM. This indicates a diverse range of academic and professional perspectives converging on the topic, emphasizing its multidisciplinary significance.

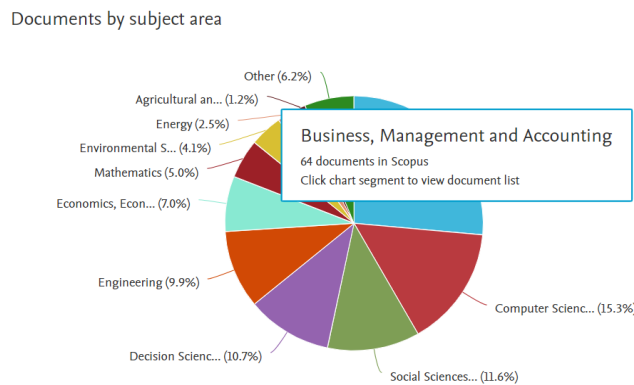


Fig. 4: Social CRM Subject Area.
Souce. Scopus, 2024

The diagram above illustrates a widespread development in the use of Social CRM, encompassing

diverse subject areas. The predominant focus of articles is on business, management, and accounting, underscoring the significance of Social CRM in these fields. Following closely are discussions within the realms of computer science and social science, indicating the expanding influence and interdisciplinary nature of Social CRM across various academic domains.

4.1. Discussion

In response to the expanding use of Customer Relationship Management (CRM), companies must adopt effective strategies for successful implementation, particularly in the face of the increasingly dynamic and responsive nature of social media trends (Ferrer-Estévez & Chalmeta, 2023). One viable approach is to integrate Traditional CRM with social media platforms, commonly referred to as Social CRM. However, given the prevalence of unstructured data arising from social interactions, companies also need supplementary tools that can be seamlessly integrated to support the use of Social CRM. These tools empower companies to manage information from various sources, facilitating a more profound understanding of customers. The integration of Social CRM is visually represented in the diagram below.

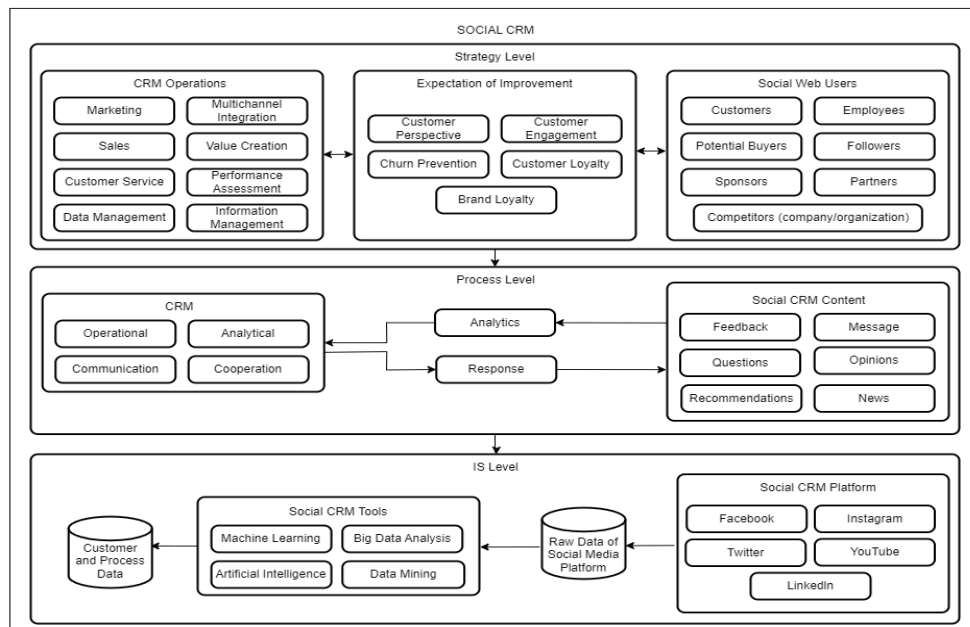


Fig. 5: Integrated Social CRM Architecture.

In the first layer, the strategy level delineates how the objectives of Social CRM align with the CRM process. Various operations within Social CRM, ranging from marketing to information management related to social web users, share common goals with the reasons prompting companies to implement Social CRM. Aligning the implementation of Social CRM with CRM operational processes yields several primary benefits, including heightened customer perspective, increased customer engagement, churn prevention, customer loyalty, and brand loyalty (Alt & Reinhold, 2020).

The second layer, known as the process layer, illustrates how various interactions on the utilized platform can be linked to the core processes of Social CRM. The utilization of Social CRM involves conducting analysis using data from Social CRM content, such as feedback and opinions, for integration into the company's CRM system. The outcomes of this analysis guide the determination of how responses will be presented and conveyed to Social CRM Content (Alt & Reinhold, 2020).

The third layer, the Information System Level, explicates the tools employed by the company in the Social CRM integration process. This ensures that diverse raw unstructured data obtained through each Social CRM Platform undergoes processing into crucial information. This processed data assists

companies in determining each response that will be provided to social web customers within the organization (Alt & Reinhold, 2020). For the Social CRM integration process, leveraging technologies like machine learning, big data analysis, artificial intelligence, and data mining aids in facilitating the data processing process, as depicted in Figure 5.

Based on the explanation, it can be observed that as competition intensifies in companies and Social CRM, there are several technological trends commonly employed to assist companies in enhancing innovation, performance, and overall development. Foremost among these tools are machine learning, big data analysis, artificial intelligence, and data mining. The utilization of these four tools is substantiated by the results of analyses conducted using VOSviewer. VOSviewer is software released in 2010 by Nees Jan van Eck and Ludo Waltman (Leiden University). This software is designed to explore maps based on network data by investigating co-authorship, co-occurrence, citation, and bibliographic coupling (Arruda et al., 2022). The representation of this exploration can be seen in the image below.

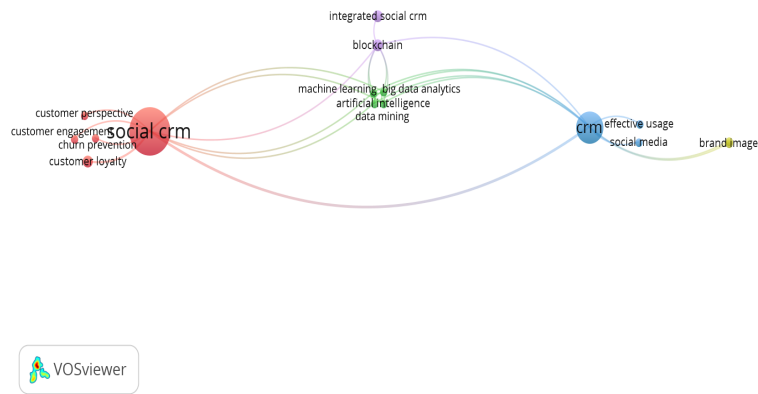


Fig. 6: Network Visualization.

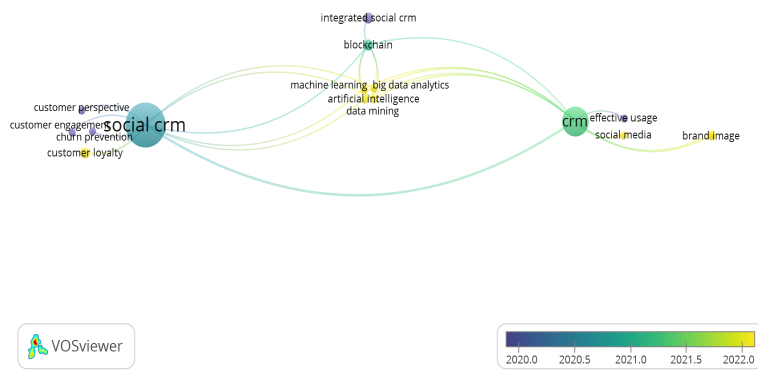


Fig. 7: Overlay Visualization.

By using VOSviewer, it can be observed that the utilization of Social CRM is continually evolving. Initially, integrating Social CRM into the company's CRM through blockchain technology has demonstrated the potential to enhance customer perspective, increase customer engagement, and prevent churn. However, with the current adoption of machine learning, big data analytics, artificial intelligence, and data mining technologies, companies can leverage Social CRM not only to enhance customer relationships but also to elevate brand image and foster brand loyalty. These improvements

can be found in the following explanation

4.2. Machine Learning

Machine Learning utilizes processes and computing power, coupled with static models and algorithms, to emulate human thinking and identify data patterns (Lampropoulos et al., 2022; Lamrhari et al., 2022). This can later be transformed into relevant data that can be integrated with existing CRM data (Lamrhari et al., 2022). With Machine Learning, companies can enhance service quality by analyzing various aspects such as the duration of content access, frequently accessed content, and user sentiment towards specific content, the algorithms employed can customize the provision of content, product recommendations, and offers tailored to customer history and behavior (Alt & Reinhold, 2020; Lampropoulos et al., 2022).

Machine Learning has the capability to predict user habits, aiding companies in observing potential customer behavior (Choi et al., 2020). Furthermore, Machine Learning can predict and manage interactions (Joy et al., 2023). Additionally, ML assists companies in rapidly providing products and services according to customer needs, adapting strategies to market dynamics, and issuing alerts in the face of strongly negative responses. This proactive approach supports churn prevention efforts to maintain brand loyalty (Alt & Reinhold, 2020; Lampropoulos et al., 2022) through personalized services (Taleb et al., 2020).

Moreover, the automated decision-making process driven by ML significantly enhances company performance, security, and management by continuously adapting to new tactics based on available data, ultimately improving customer engagement (Kansbod, 2022; Lampropoulos et al., 2022) and increasing customer retention (Joy et al., 2023). In addition, considering the abundance of brand-related images on social media, ML helps companies in recognizing brands by processing and comparing images, mitigating the risk of legal disputes related to copyright (Alt & Reinhold, 2020).

4.3. Big Data Analysis

Social media can be utilized as a source of big data (Yasiukovich & Haddara, 2021) by implementing an intensive approach to extract, analyze, and categorize diverse data (Lampropoulos et al., 2022), big data can assist companies in managing large volumes of data at high speed (Choi et al., 2020; Rane et al., 2023). Therefore, Big Data Analysis enables companies to transform complex and unstructured data into valuable knowledge. With this technology, companies can be aided in processing social data (Jami Pour & Hosseinzadeh, 2021; Kansbod, 2022). The ability to collect, process, monitor, and analyze social data allows companies to easily identify each post and direct it to the relevant department for follow-up (Kansbod, 2022). Additionally, various information can be leveraged to understand market trends and competitor information (Harrigan et al., 2020), aiding companies in decision-making, and uncovering hidden information (Del Vecchio et al., 2020).

Companies can also easily select relevant keywords to extract user opinions, reveal current trends, and gain a competitive advantage in enhancing customer relationships (Kansbod, 2022; Medjani & Barnes, 2021). This can support the sales forecasting process and improve revenue management (Choi et al., 2020). The use of big data in companies can enhance effectiveness, respond to every change, and formulate more aggressive and targeted strategies (Lampropoulos et al., 2022), enabling the development of a sustainable company (Ferrer-Estévez & Chalmeta, 2023).

4.4. Artificial Intelligence (AI)

Data can be a valuable asset for enhancing the competitive capabilities and the value of a company (Saura et al., 2021), maintaining sustainable development (Kulkov et al., 2023), and improving customer service representatives (Monod et al., 2023). For this reason, AI technology is needed to assist the communication process with customers through chatbots and visual assistance (Lampropoulos et al., 2022). The use of AI chatbots can also enhance customer experience by providing an easy

information retrieval process to help resolve issues at any time (Joy et al., 2023). Additionally, by offering seamless routine interactions in real time, companies can focus on complex issues and improve the customer journey (Fernando et al., 2023)(Choi et al., 2020)

With the personalization capabilities provided by AI, companies can be assisted in data processing with sentiment and predictive analysis, leveraging them to anticipate every need and desire based on customer perspective (Lampropoulos et al., 2022; Saura et al., 2021). AI can also provide recommendations based on user preferences and habits (Joy et al., 2023). By automating tasks and gaining insights from the use of AI, companies can create more agile, customer-centric, and personalized marketing strategies based on customer preferences, behaviors, and sentiment. This can lead to increased customer acquisition, retention, and satisfaction (Fernando et al., 2023; Lampropoulos et al., 2022), (Saura et al., 2021) Moreover, the ability to predict user habits helps companies optimize customer engagement (Rane et al., 2023).

The use of Social CRM provides a real opportunity for companies to enhance customer engagement by providing ultra-availability, personalization, and fluidity (Matanhire et al., 2021). However, in its implementation, companies must pay attention to the integration process between AI and Social CRM. The integration process should be carried out with a clear understanding of objectives and cultural changes within the organization to maximize the use of AI. For example, companies need to have a clear understanding of the specific utility of AI in the implemented context of Social CRM. This necessitates a proactive approach, such as providing training, to ensure that employees can adapt to the changes. As a result, companies can build strong and loyal relationships with their customers, maintain brand image, and increase brand loyalty (Lampropoulos et al., 2022; Saura et al., 2021). Furthermore, the use of AI can also assist companies in determining market prices and implementing upselling and cross-selling strategies (Monod et al., 2023).

4.5. Data Mining

Data mining is a data analysis process designed to extract large-scale and high-dimensional data for processing into valuable information (Lampropoulos et al., 2022; Matanhire et al., 2021). The extracted data can consist of knowledge relevant to customers (Lamrhari et al., 2022). In the context of Social CRM, data mining can assist companies in generating new insights by analyzing trends, evaluating products and services, and assessing brand resonance based on data from each iteration on social media. The data obtained includes sentiment analysis, customer segmentation, and influencer identification (Alt & Reinhold, 2020; Lampropoulos et al., 2022).

By leveraging various real-time, unbalanced, noisy, heterogeneous, and diverse data, data mining can identify customer behavior patterns based on their current states and future desires. This helps build customer loyalty, allowing companies to significantly improve customer engagement and social listening (Alt & Reinhold, 2020; Harrigan et al., 2020; Lampropoulos et al., 2022; Xie & Zhang, 2022). The use of data mining enables companies to take actions based on customer perspectives. With the ability to understand how users utilize products and services offered, data mining helps companies predict specific customer and social network behaviors, allowing for the delivery of personalized offers (Matanhire et al., 2021; Xie & Zhang, 2022; Yasiukovich & Haddara, 2021). Consequently, companies can implement innovative strategies (Lamrhari et al., 2022).

Although there are various tools available for companies, the use of Social CRM needs to consider the extent to which users agree to the use of data, especially specific data protected by law such as health, religion, and ethnicity. Companies need to be mindful of data to protect user privacy, and one way to achieve this is by anonymizing sensitive data (Alt & Reinhold, 2020). To address the use of sensitive data, companies can leverage blockchain technology. Blockchain is a decentralized technology where each stored data is interconnected and cannot be altered. With its transparent, resilient nature, blockchain can assist companies in enhancing security and efficiency, providing transparency in data management (Lampropoulos et al., 2022).

The use of blockchain can also help companies motivate, instill confidence, and foster customer loyalty by ensuring that stored data is permanent, transparent, and reliable in compliance with the General Data Protection Regulation (GDPR). For example, every contribution or transaction recorded on social media is logged to prevent data misuse and falsification (Choi et al., 2020). Accurate and real-time accessible information can enhance data integration and security, addressing concerns related to data usage and even cybersecurity (Joy et al., 2023). Moreover, the decentralized identity system, allowing customers to control their digital identities, makes blockchain a suitable tool to boost customer trust in their data (Rane et al., 2023).

5. Conclusion

This systematic literature review sought to identify and analyze the strategies companies can employ to overcome the challenges of implementing Social CRM in the face of evolving customer behaviors and social media trends. The findings highlight the critical role of advanced technologies, such as machine learning, big data analysis, artificial intelligence, and data mining, in enabling companies to effectively manage and derive insights from the complex and unstructured data generated on social media platforms. The integration of these tools with Social CRM systems can help companies enhance customer engagement, personalize interactions, and improve overall performance. Additionally, the use of blockchain technology emerges as a promising approach to address data security and privacy concerns, thereby strengthening customer trust and loyalty.

The study makes several contributions to the literature on Social CRM. First, it provides a comprehensive synthesis of the key tools and strategies for successful Social CRM implementation, drawing insights from a diverse range of academic sources. Second, it highlights the potential of blockchain technology as a complementary approach to enhance the security and trustworthiness of Social CRM systems, an area that has received limited attention in previous research. Third, it offers practical recommendations for companies seeking to leverage the benefits of Social CRM while navigating the challenges of a constantly evolving landscape.

However, the study also has some limitations that should be acknowledged. The findings are based on a systematic review of the literature and may not fully capture the latest developments or industry practices in Social CRM. The effectiveness of the identified strategies may vary depending on the specific context and characteristics of the company and its customers. Future research should aim to validate and extend these findings through empirical studies in different industry settings.

In conclusion, this study provides valuable insights for companies and researchers interested in the successful implementation of Social CRM. By adopting the strategies and tools identified in this review, companies can enhance their ability to engage customers, improve performance, and stay ahead of the curve in an increasingly competitive and dynamic business environment. Researchers can build on these findings to further explore the factors influencing the effectiveness of Social CRM strategies and develop more nuanced and context-specific recommendations for practice.

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