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THE IMPACT OF USING CRM SYSTEMS AND SOCIAL MEDIA ON SMEs – CASE STUDY Istanbul - Turkey

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ABSTRACT
Customer relationship management system implementation in running of the affairs for small and medium enterprises has rendered to be an effective approach in making the entities with systematic and profitable aspects in the worlds of businesses today. Also, the social media that reflects more upon a quick source or resource of a bond between a customer and the business entity. In this world of a global village technology based are much more recognized and widely encouraged. Innovations and modernization in techniques of management is nowadays best related to the impactful use of CRM and social media in small medium enterprises. This research work was carried out to find out the impact of CRM system and social media in small medium enterprises. The objectives of the study are to understand and identify the CRM concept and relation with digital media, to understand and identify the social CRM concept and relation with digital media, to understand and identify the CRM concept and benefits from executives' perspectives in SMEs. Also, researcher will explain the key objective to explore a number of issues related to CRM in business organization.As a descriptive research, this study applies deductive reasoning. The population of the study involves all the SMEs. Simple and random sampling was adopted in the study. The data was gathered and analyzed through SPSS while using reliability statistics, factor analysis, regression, ANOVA analysis resulted that all the businesses used CRM and social media while making the all employees trained on implementation process. Their use by the companies made them able to remain closer the customer, explore and understand their needs to modify, improve and make track changes in their products and services for better profitability. More frequent capacity building opportunities for the employees would make them professional with effects.

Keywords:
CRM, SME's, Turkey, CRM SME's Istanbul – Turkey

1. INTRODUCTION

The usage of digital marketing tools in small and medium enterprises (SMEs) are largely underreported. The digital marketing has an obvious growing demand to promote and raise the entity values and bring economic boost in the processes of the businesses. SMEs in the world around play their major contributions in making the countries strengthened in their economic development. They have always been looking for some positive channels such as digital channels so that they could make their sales and services stronger and more valued among the customers. Digitalization significance with greater impact on SMEs has shown a bit lower means of capitalization in the world around. However, their impact has greatly been acknowledged. SMEs utilizing the sorts of the channels have seemed enjoying their benefits. Utilizing digital channels at their full potential in SMEs for their global benefits is still a way ahead in the world of business. The queries in the shapes of understanding the capitalization of digitalization channels among SMEs are pertaining to be answered [1].

Technology became an essential part of our life, whether you like it or not you are a part of this revolution, by the time we started to see that companies are communicating with their clients using new channels and new methods, they became passionate to know more about their existing clients because they were told it's more efficient to keep our existing client instead of getting new clients [2].Customer relationship management (CRM) systems work as the tools in this digital world of SMEs. Their potential in making the most of them for improved business systems is widely focused on the customers of the company. SMEs have seemed enjoying their usages in bringing strategic

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and practical advantages at the best of their capabilities at their work. CRM revolves around the customers who they think are the most potential ones at the times of their businesses and the ones who have been the most potential customers in past and the recent past. It makes their data compiled and protected for the better times in their usages for overall benefits of the company [3].

Nowadays that the business use of cloud systems is considered as the fourth industrial revolution after the steam, the electricity and computing, in my thesis I want to put a spot of light about the change that more or less obliged companies to join the digital transformation journey regardless the sector or market they are working in [4].CRM for SMEs is considered to a pivotal strategic aspect in the world of business and technology. For a company choosing right CRM systems in enhancing their capacity for more revenues earned with prolonged relationship with the most potential customers is the key. A rightly chosen CRM system makes the company take right strategic steps along with paving the ways forward in making their customers engaged for longer lasting impact. It also makes the company to have all sorts of the fundamentals they need to keep themselves in long lasting relationship with respected key stakeholders. These systems within rightly chosen direction also helps them to track the relevance of customers' positive and other side behaviors towards the services and the products of the company. CRM helps determine the company to understand the both sides of the company's interaction with customers whether it could have a satisfactory or dissatisfactory journey in means of the business. Based onto the available track records in the informed database of the system, a company can manage to have key strategic way forward in making the projects accomplished with future tactics that are to be based on the available data in CRM system. For a growing aspect of the company, it definitely requires having future expected outcomes in consideration before they go on to make further investments in process. CRM gives this as obvious opportunities for a company to help in determining future enhanced investments [5].

2. LITERATURE REVIEW

CRM Software in future, which is driven by the exponential growth and penetration of social media, has enabled CRM vendors to combine their software with a number of social networking platforms such as Twitter, Facebook and LinkedIn. In reality, some businesses aggressively pursuing CRM applications are considering social media incorporation a prerequisite. For one thing, businesses enjoy how social media helps them to reach and link to their customers' social networks in a casual way. Social media is a leading generation system of its own. An organization is able to collect comprehensive statistics on the purchasing habits and desires of its audience, as well as on their particular requirements and needs. Similar to the CRM approach, social media is just as successful as the technique that drives it. It is also imperative for businesses to build a policy that better listens and reacts to their customers in order to ensure that their business and brand are favorably reflected [6].

If one is not even using Social Media for Customer Relationship Management (CRM), it's time to start. Research reveals that people write half a billion tweets every day on Twitter. These tweets aren't just a dragging political commentary or a funny picture. Interactions between companies and their clients are a good aspect of these tweets. Online consumer experiences with brands rose by 70% between 2013 and 2014. According to [7] based on McKinsey, 30% of these people prefer a direct response to waiting on a customer service line. That is understandable. This is after all, an on-demand environment. Hoping on others to pick up the phone is a thing of the past. The most convincing argument to switch the CRM to social media is that this is where your consumers actually work. It's the perfect way to be closer to your clients, so you can interact with them everywhere they are. It is in this anywhere-anytime link where the enormous possibility remains within. Owing of this potential, there is also the opportunity for other good stuff. Building better partnerships with your customers will boost your sales. As we know the businesses are more related and connected to the clients. Because of that moving CRM online will also help you reduce costs and make it more effective. The mixture of fast feedback and constructive problem-solving results in quicker resolutions. This ensures that you and your clients will get back to work with less time and resources being spent [8].

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2.1 Previous Studies

According to the systematic analysis method by [9], the previous literature review in early 2014, performance factors were derived and listed within a preliminary performance assessment methodology. There are two main findings:

First, The CRM performance measurement model of [10] adopts a performance measurement methodology for Social CRM. After a detailed review of various performance assessment models in the literature, the model was chosen. It is also a highly classified, commonly used structure that offers a high degree of external validity. A company perspective is adopted by the corresponding measurement model and involves four performance dimensions, infrastructure, process, client, and organizational performance.

Second, based on [11] the literature review describes 16 success factors for Social CRM from 37 related IS and marketing posts. As below table show all details for these factors:

Table 1: Success factors for Social CRM

Factor	Description
Customer Insights	Companies do the analysis of the data collected from Social Media to detect patterns in customer behaviors and match the results with the prevailing customer data so as to get a 360-degree view of the customer.
Customer Orientation	As a part of the Social CRM strategy, a corporation can align all processes related to customers' needs and devise every touchpoint more customer oriented.
Market and Customer Segmentation	Social CRM can enable a more efficient and effective segmentation.
Customer Interaction	Meanwhile the Social CRM, companies interact more efficiently and effectively with customers' requirements.
Customer-Based Relationship Performance	Customers realize an increase the relationship quality within the context of Social CRM implying that the arrogance increases, and overall satisfaction rate rises
Customer Loyalty	Website users developed an emotional attachment to the corporate and have an interest during a long-term relationship. It increases the customer willingness to connect with products or services of the corporate.
New Product Performance	Social CRM increases the success of newly introduced or developed products and services.
Organizational Process Optimization	Social CRM enables the enhancement of efficiency and effectiveness through the whole value chain of the corporate.
Brand Awareness	Social CRM increases the brand awareness and brand recognition. Example, consumers recommendations.
Customer Lifetime Value	Social CRM features a positive effect on the profitability of a customer's value over his relationship lifetime. From the organization's perspective, internet present value increases with reference to customer's servicing.
Financial Benefits	Social CRM increases the potential of cost reduction, particularly, within the area of CRM, also because the potential of accelerating sales.
Competitive Advantage	The business embraces itself from rivals by introducing Social CRM and has established a sustainable competitive edge.
Social Media Monitoring	Capturing knowledge about features, needs, attitudes and relationships from Social Media allows for more empirical approaches.
Customer Co-Creation	Social CRM activities support the involvement of consumers as co-creators, example, within the innovation process.
Peer-to-Peer-Communication	Customers get the chance to interact and collaborate with one another on social media.
Online Brand Communities	Companies have a brand community to engage with consumers about content related to the service or product, for example.

Thirdly, according on [12], Customer involvement refers to the extent to which the customer is an information source to assist with the event of latest products or services. Based on this study, they find that the firm's ability to

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profit from customer involvement depends on its level of technological capability which the contingent effect of technological capability varies among different sorts of customer involvement.
Fourthly, based on [13], social media refers to online services that facilitate social user engagement through highly accessible and scalable web or mobile publishing technologies.
Fifthly, based on [14], below find the statistics for companies tend to use social networking sites more than other types of social sites:

Table 2: Percentage of companies with a profile on a social site

Social sites	N	Have a profile / presence	Do not have a profile / presence	Don't know
Social networking site	349	79%	18%	3%
Media sharing sites	347	55%	37%	8%
Microblogging sites	343	52%	41%	7%
Wikis	343	48%	45%	7%
Blogging sites	342	45%	45%	10%
Social review sites	338	36%	52%	12%
Social bookmarking sites	339	31%	55%	14%

Lastly, based on [15], they collect data from 102 B2B SMEs and the result is, the majority of the businesses consider use CRM and social CRM, perceived relevance for them is at low levels, while those using it are using it for 3 purposes, namely, attracting new customers, cultivating relationships, and increasing brand awareness.

2.2 Definition of CRM

CRM stands for the management of customer interactions. This is a classification of interconnected, information software services that enhance how you communicate and do marketing with your clients. CRM systems enable you to manage and retain existing customers, sales history, marketing and reservoir contributes, and control access that is responsive. CRM systems enhance company's sales and profits by simplifying government operations in your revenues, public relations and service units and enabling you to work on growing and maintaining a competitive advantage that matter. A strong CRM solution is a cross framework where everything that is important for creating, improving and maintaining your customer relationships is stored. In absence of the guidance of an advanced Analytics solution, you may miss opportunities for growth and suffer economically because you are not optimizing your existing systems or making the most of your customer relationships or sales leads [16].

2.3 Definition of Social Media

Social media constructs of digital information (such as social networking and messaging service websites) whereby the users' websites for social networking information, ideas, private correspondence, and other content such as videos [17]. Social media refers to websites and implementations intended to support sharing of information quickly, effectively and in actual environments. While many people have access to social media through mobile applications, this software application has started with computing devices and social media can refer to any internet communication tool that allows users to share content widely and engage with the public. The process of sharing photos, viewpoints and happenings in actual environments has transformed the world and the way we do business.

2.4 Definition of Social CRM

Social CRM (customer relationship marketing) can be an effective business tool. For example, setting up a Facebook page encourages people who like a brand and the way they do business to like their page, providing a space for collaboration, marketing and networking. A consumer can follow conversations about a brand on real-

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time market data and reviews from social media sites. Enterprise social networking helps an organization to associate individuals who have common business interests or practices. Internally, social tools can help workers navigate the knowledge and services they need to work together efficiently and solve business challenges. Externally, public social media networks allow companies remain close to their customers and make it easy to perform analysis that they can use to enhance market practices and activities [18].

2.5 Definition of SMEs

Small and medium-sized companies (SMEs) account for 99 per cent of all firms in the EU. The concept of small and medium-sized businesses is essential for access to financing and for EU support programs aimed directly at these enterprises [19].SME is short for small and medium-sized businesses or small and medium-sized enterprises. These firms are separate non-subsidiary enterprises which employ no more than a certain number of employees. The threshold varies by region. In the European Union, for example, the maximum number of employees is 250, while in the United States it is usually 500.

2.6 Definition of SaaS Saving SMEs & Startups

It would be the first portion of 2005 that SaaS (Software as a Service) and IaaS (Infrastructure as a Service) and PaaS came into being (Platform as a Service). Until then, on-premises offerings were most relevant to the market. But today, since we have both SaaS and On-Premises options, the larger issue is which one to pick for the SME set-up! On-Premises computing is one of the oldest in the industry. That is where the device is installed and run from a server or a device located at the premises of the business. The customer is responsible for the security, availability and overall maintenance of on-site applications. However, after incorporation of sales and support services, the vendor offers support services. SaaS is a license to use a particular software program on the Internet. According to Juniper Report, SaaS will represent 59% of the business software computing industry by the end of 2018 [20].

2.2 Conceptual Framework

As the below figure 1 shows the study research framework and based on the above figure; the researcher selected to study CRM as dependent variable. And the researcher selects three variables to measure the relationship and effectiveness to CRM performance and efficiency in organization as mention above.

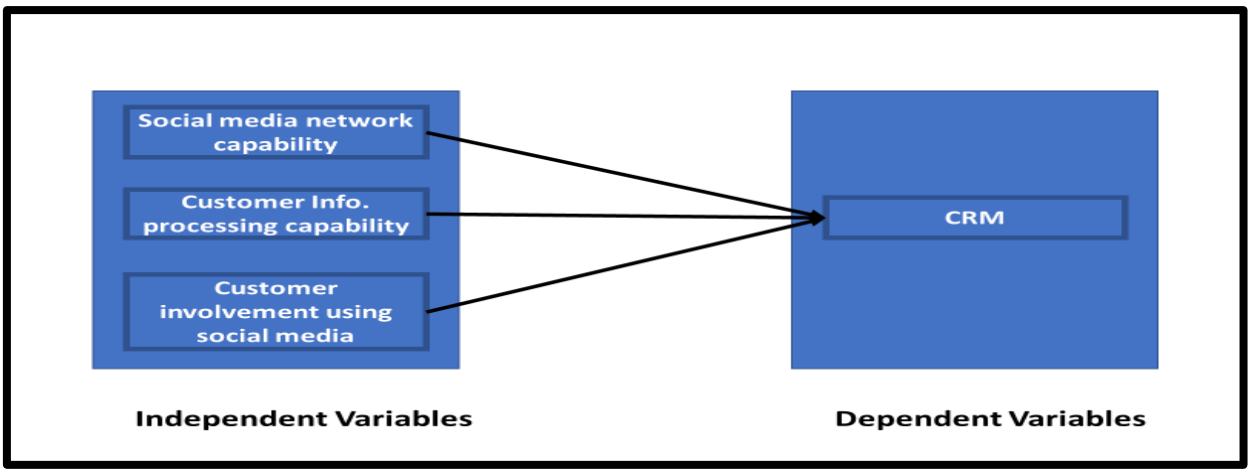

Figure 1: Conceptual Framework

2.3Hypothesis

H1. There is a positive relationship between Social Media Network Capability and CRM in SME's business organization.

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H2. There is a positive relationship between Customer Information Processing Capability and CRM in SME's business organization.
H3. There is a positive relationship between Customer Involvement Using Social Media and CRM in SME's business organization.

3. RESEARCH METHODOLOGY

In this study the main purpose revolves around the challenges that occur in implementation of customer relationship management systems while capitalizing the social media impact over the business occurrence at the medium level in Istanbul in Turkey. Overall, the relationship factors in business management that have impact over due to the implementation of CRM systems were at the exploration in this particular study as it was aimed in.
This study's key objective was to explore a number of issues related to CRM in business organization. This concept for qualitative research methodology was supported by [23]. And this study was based upon the descriptive method of investigation. Through this analysis, the validity of the data is usually checked, and a more through explanation of the analyzed data is given [21]. The descriptive research is the method of the study, which has certain aims, size and ingredients for a population [22]. The descriptive analytical method is applied to analyze in detail every demographic aspect of this analysis, and to determine its causes and potential impacts. In this analysis the research technique is deductive reasoning approach that deals with the creation of an established theory-based hypothesis, and it causes tests to evaluate this assumption. It also helps to draw general statements [24]. This research also deals with calculating and recording a specific population's audience and offers an objective image of a situation.

3.1 Sampling Size

The sampling process for the study went on to have the particular direction that could have total number of business organizations which were working in the Istanbul-Turkey along with the total management at all levels in considerations, for which the information had been gotten from the reliable sources as mentioned, and that could make the sampling formula used. Having applied the sampling process in details the sampling size for this particular research work could stand as random sampling method.
Sample size is a term that is mostly used in analytics and market analysis, and that naturally comes up if you interview a broad population of respondents. It affects the manner in which research is performed on vast populations. When you survey a broad population of participants, you're involved in the whole community, so it's not practical to get responses or findings from almost everybody. Then you take a random group of people representing the population as a whole. The size of the sample is very critical for accurate, statistically meaningful findings and for the efficient completion of your analysis. In order to select the right sample size, you need to consider a few different variables that influence your study and develop a basic understanding of the statistics involved. You will then be able to use the sample size formula to pull it together and sample confidently, trusting that there is a high likelihood that the survey is statistically correct. The measures that proceed are sufficient for determining the sample size for persistent data – i.e., information that is calculated statistically. It does not refer to categorical data – i.e., to categories such as green, brown, male, female, etc. (qualtrics, 2020).
According to the [25] and acceded by 22 Jan 2021, the number of Small-Medium companies in Istanbul - Turkey is 21,260. In addition, by applied the below formula 1 [21], the sample size required for this research is 267 responds.

$$\text{Sample size, } n = N * \frac{\frac{Z^2 * p * (1-p)}{e^2}}{\left[N - 1 + \frac{Z^2 * p * (1-p)}{e^2}\right]}$$

Where N (Population Size) =47,587, Z (Confidence level) =1.645, e (Margin of Error) =0.05, and P (Sample Proportion - uncertain) =0.5.

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4. ANALSIS and DISCUSSION

4.1 Type of CRM system:

Table 3: Type of CRM system

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Oracle	50	17.9	17.9	17.9
	Microsoft	196	70.0	70.0	87.9
	SAP	20	7.1	7.1	95.0
	Others	14	5.0	5.0	100.0
	Total	280	100.0	100.0	

Table No. 5 analysis results brings out that all the employees responding to type of the software they have used in for CRM makes out that others than the ones enlisted on are at 100.0. On the second highest findings is SAP software with 95.0. Microsoft is at 87.9 and Oracle is at 17.9.

4.2 Reasons for implementing a CRM system:

Table 4: Reasons for implementing a CRM system

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Branding	17	6.1	6.1	6.1
	Branding, Increasing customer satisfaction and loyalty	40	14.3	14.3	20.4
	Branding, Market orientation	12	4.3	4.3	24.6
	Branding, Market orientation, Decreasing defects	1	.4	.4	25.0
	Branding, Market orientation, Increasing customer satisfaction and loyalty	33	11.8	11.8	36.8
	Decreasing defects	1	.4	.4	37.1
	Decreasing defects, Increasing customer satisfaction and loyalty	5	1.8	1.8	38.9
	Increasing customer satisfaction and loyalty	107	38.2	38.2	77.1
	Market orientation	16	5.7	5.7	82.9
	Market orientation, Decreasing defects	1	.4	.4	83.2
	Market orientation, Increasing customer satisfaction and loyalty	43	15.4	15.4	98.6

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	To get market acceptance	4	1.4	1.4	100.0
	Total	280	100.0	100.0	

Table No. 6 analysis for questionnaire on the reasons implemented a CRM system for increased profitability in one's company were, are with results that to get market acceptance with 100.0, market orientation, increasing customer satisfaction and loyalty with 98.6, market orientation and decreasing defects with 83.2, market orientation 82.9, increasing customer satisfaction and loyalty with 77.1, decreasing defects and increasing customer satisfaction and loyalty with 38.9, decreasing defects 37.1, Branding, Market orientation, Increasing customer satisfaction and loyalty 36.8, Branding, Market orientation, Decreasing defects 25.0, Branding, Market orientation 24.6, Branding, Increasing customer satisfaction and loyalty 20.4, Branding 6.1.

4.1 Reliability for CRM (Dependent Variable):

Table 5: Reliability for CRM

Reliability Statistics

Cronbach's Alpha	N of Items
.832	13

This table of analytical results expresses for reliability for CRM dependent variable that has 13 items and their results under Cronbach's Alpha stand at .832, being quite valid.

4.2 Reliability for Social media network capability (SMN):

Table 6: Reliability for SMN

Reliability Statistics

Cronbach's Alpha	N of Items
.705	10

This table of analytical results expresses reliability for social media network capability that has 10 items and their results under Cronbach's Alpha stand at .705, being quite valid.

4.3 Reliability for Customer Info. processing capability (CIPC):

Table 7:Reliability for CIPC

Reliability Statistics

Cronbach's Alpha	N of Items
.715	11

This table of analytical results shows reliability for customer information and processing capabilities that has 11 items and their results under Cronbach's Alpha stand at .715, being quite valid.

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4.4 Reliability for Customer involvement using social media (CIUSM):

Table 8:Reliability for CIUSM

Reliability Statistics

Cronbach's Alpha	N of Items
.745	4

This table of analytical results denotes for reliability for customer involvement using social media that has 4 items and their results under Cronbach's Alpha stand at .745, being quite valid.

4.5 Reliability for all variables:

Table 9: Reliability for all variables

Reliability Statistics

Cronbach's Alpha	N of Items
.910	38

This table of analytical results denotes about reliability for all variables that has 38 items and their results under Cronbach's Alpha stand at .910, being quite valid.

5.6 Correlations:

Table 10: Correlations

Correlations

		CRM	SMN	CIPC	CIUSM
CRM	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	280			
SMN	Pearson Correlation	.665**	1		
	Sig. (2-tailed)	.000			
	N	280	280		
CIPC	Pearson Correlation	.686**	.637**	1	
	Sig. (2-tailed)	.000	.000		
	N	280	280	280	
CIUSM	Pearson Correlation	.651**	.651**	.647**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	280	280	280	280

**. Correlation is significant at the 0.01 level (2-tailed).

The type of test is used to demonstrate the relationship between variables used in the study. It also looks after the P-Value hypothesis and they are also tested in order to make sure whether the study is supported or not. Correlation indicates the relationship among variables here the relationship between Customer relationship management and social media network capability is moderate positive with the value of 0.665, customer relationship management with Customer Information processing capability is also moderate positive relationship with the value of 0.686, and

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the relationship between customer relation management and Customer involvement using social media is also moderate positive relationship with the value of 0.651, furthermore the relationship between Social media network capability and customer information processing capability is also moderate with the value of 0.637 and social media network capability with customer involvement using social media is also moderate relationship with the value of 0.651, in last the relationship between customer info. Processing capability and customer involvement using social media have also moderate positive relationship with the value of 0.647, overall model is suggested that there is moderate positive relationship between independent and dependent variables,

5.7 Regression:

5.7.1 Model Summary:

Table 11: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765a	.585	.580	.28000

a. Predictors: (Constant), CIUSM, CIPC, SMN

The model summary is reflected the overall Correlation of model that is 0.765 this model has strong positive correlation, R square value is 0.585, so that Social media network capability, Customer information processing capability and customer involvement using social media declares the 58% variation in Customer Relations Management.

5.7.2 ANOVAa:

Table 12: ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.493	3	10.164	129.642	.000b
	Residual	21.639	276	.078		
	Total	52.132	279			

a. Dependent Variable: CRM

b. Predictors: (Constant), CIUSM, CIPC, SMN

This table has the ANOVA analysis that depicts that sum of squares of regression is 30.493 which is close to best fit line, while the value of error term is 21.639.

5.7.3 Coefficientsa

Table 13: Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.989	.175		5.661	.000
	SMN	.291	.056	.288	5.225	.000
	CIPC	.311	.049	.348	6.357	.000
	CIUSM	.186	.043	.238	4.278	.000

a. Dependent Variable: CRM

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This table demonstrates the analysis for coefficients that mention about the beta of three variables. Beta of the variable is to denote about the positivist and validity between hypothesis and variables.
Beta 1 is Social media network capability that is 0.291 it suggests that if social media network capability will increase by 1% than Customer relation management with be increased by 29.1%, Beta 2 is Customer Information Processing capability that is 0.311 it suggests that if Customer information processing capability will increase by 1% than Customer relation management with be increased by 31.1%.
Beta 3 is Customer involvement using Social media that is 0.186 it suggests that if customer involvement using social media network will increase by 1% than Customer relation management with be increased by 18.6%,

5.8 Hypotheses Testing:

Table 14: Hypotheses Testing

H	Hypothesis	P Value	Result
H1	There is a positive relationship between Social Media Network Capability and CRM in SME's business organization.	P Value is 0.000	Supported
H2	There is a positive relationship between Customer Information Processing Capability and CRM in SME's business organization.	P Value is 0.000	Supported
H3	There is a positive relationship between Customer Involvement Using Social Media and CRM in SME's business organization.	P Value is 0.000	Supported

There are several ways to test the hypotheses, here researcher used the p value to test the hypotheses that the supported or not according to the T values at 5% significance level all are above than 1.96 so that null hypotheses are going to rejected and all alternative hypotheses will be accept, here all variables P values are 0.000 that are below than 0.05 so that all hypotheses are supported, it mean we can say that social media network capability, customer Information Processing capability and customer involvement using social media all have positive impact on Customer relationship management CRM.

5. CONCLUSIONS

This research study has centrally been focused on the social media impact on customer relationship management for improved status of a firm performance, since CRM is a software that is used for that purposes. In this research it is concluded that the most of the firms used Microsoft software and employees of the companies found them using as a challenging thing. There is a definite emphasis on the capacity building opportunities for the employees to have mastery over the use of the software, not merely being dependent on the needs of the employees. The frequency of training opportunities with some definite time periods are concluded. Social media is nowadays taken as real source for CRM implementation as the firms find it in this research. They have seemed making it as a working tool that does not only brings them closer to the customers, but it makes it possible for them get the information about the preferences of their potential customers. This study further determines that firms could enjoy the new ways of getting more customers engaged forwards their products services in presence of their several competitors in the market because of the effective usage of social media in active implementation of CRM in their companies. It was indeed useful for them while implementing the projects. Their smooth going on the basis of the information gathered. They were able to use it their decision-making process whenever they needed it. Simultaneously they were able to find out the current as well as future needs and preferences of the customers in the market. Hence, they

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were able to determine about the development of new product or service for their potential along with new aspiring customers in future competitive run in the market. In a nutshell the companies were effectively using social media in implementation process of CRM under the modern systemic approaches and making the most of current markets in an improved profitability.

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