Creating a Dynamic and Responsive Social Media for Customer Interaction

Harivarthini A.M[1],Anbumani.P[2]

[1](MCA, Anna University, Cuddalore, India, abisabari19@gmail.com)

[2](Associate Professor(MCA), Anna University, Cuddalore, India, anbumaninet2013@gmail.com)

Abstract-*To demystify the progress that forward-thinking utilities have made in using social media to more effectively engage with their customers.In our view, utilities that embrace social media will benefit from increased customer satisfaction. This system offers a holistic perspective on social media plan of action devolution, customer sentiment analysis, plan of action carrying out and observation, and integration with enterprise customer relationship management (CRM).This system also offers recommendations for engaging with customers in more relevant ways and meeting their ever-increasing demand for two-way communication.a proactive social media listening program and generate timely reports for their marketing departments so they can detect negative comments and have interaction with them before they influence overall market sentiment. To do this, utilities got to design a synchronized event-response center to teach customers on relevant facts and knowledge on their various initiatives. At the enterprise level, this may be achieved by integrating social media with CRM strategies. Thus, utilities would be wise from the get-go to make risk mitigation plans and utilize social tools and techniques to portray a replacement , transparent, innovative and customer-friendly brand image.*

Keywords-*Dynamic, forward-thinking utilities,snchronized*

1. INTRODUCTION

Although the utility industry as a whole lags fundamentalist other industries in espouse social media, respective substitute remain fascinate by the potentiality. In the U.S, the utilization of social media among utilities is skilled than within the UK and Europe, where social media usage only recently began to take off[1].

Most sorts of customer support via phone and email aren't typically expected to be available 24/7. Heretofore, social media client support has created an "ever-on" Anticipation.Territory a result, 42% of consumers expect a response on social media within hour .This means responding to inquiries, reviews, and complaints as quickly as possible is the best social media customer service strategy[3].

We have developed a four-step approach to enable utilities to implement an efficient social media.

Step 1: Think Beyond the Meter

Utilities need to look beyond the meter at the customer premises and create an interactive communication channel through the use of social media. Through interpersonal transmission, inferior can start out to reconnect with customers by replying to issues and react to perverse scuttlebutt. The copulative ability of societal media can act as a expression to, not a permutation for, more than traditionalistic channels, such as client care, e-mail, online facility, antagonistic vocalization response plan of action, etc.

Step 2: Tap Social Media Analytics, Monitor Customer Sentiments

Inferior can act on the plagiarised intelligence service receive from the compute excavation of amorphous social media data to enhance business results, increase brand awareness and polish their reputations. they will achieve these goals by responding to and managing crises and outages, communicating energy efficiency programs and interesting in initiatives like online cross-selling and marketing, customer satisfaction and advocacy. Utilities also can use sophisticated analytics tools to harness the facility of social data, although such tools are within the early stages.

Step 4: Integrating Social Media with CRM

Quality can use societal CRM to contour and improve customer communications. this may create opportunities to deal with customer churn and retain brand image during a competitive and deregulated market. Further, it'll help them to streamline and improve customer communications.[1]

Fig 1: Four-step approach

2. RELATED WORK

The rapid rise of social media channels has attracted interest from both academe and industry, keen to understand its nuances and how to strategically adopt, implement and manage for desired results. The emergence of social media platforms and increasing customer adoption of these platforms has significantly altered the way customers communicate and interact with each other and with businesses. Technological developments have introduced significant changes to the way in which organizations interact with existing, and prospective customers (Siamagka et al., 2015).

Social media has seen increased flexibility and visibility in marketing content and a change in the way individuals and organizations interact. There has been a shift in power to customers, as they move from passive receivers of marketing content to active participants in the brand message (Mangold and Faulds, 2009). In line with this shift, most social media-centric research has focused on interactive customer experiences, which are said to act as a significant influencing factor of many consumer behaviour aspects, including information acquisition, purchase behaviour and post-purchase communication (Mangold and Faulds, 2009).

Contemporary

consumers, for instance, are highly likely to consider product or brand-related information

provided by other consumers, rather than relying exclusively on marketing material (Hanna et al. 2011). At the same time, today's digital consumers expect their preferences to be

center stage for the companies they choose to purchase from through collaborative, personalized interactions (Munnukka and Järvi 2014; Greenberg 2010).

In three explorative studies involving data from a mobile phone provider on customer-level demographics, contract history, customer service requests, and social media usage, we investigate the link among social media interactions with the firm and customers' up-selling behavior, churn, and service contacts. The results indicate that social media interactions indeed ease the up-selling efforts and reduce the risk of churn. These positive effects offset the observed increases with regard to the number of service requests and the higher overall service cost. Thus, we ultimately find customers who interact with the brand on social media to be more profitable.

3. EXISTING SYSTEM

The existing system fully focused on the communication between the people and share the current news and status The social media like face-book, twitter only focus on popularity to shows their presents, so,the industrial based communications reduced day by day to improve the customers interface and marketing of companies the system is quit.

4. PROPOSED SYSTEM

To developing the industrial based social media website based on relationship between customers and services provider To making digital based development of interfacing. creating space to open up their thoughts and feedback To create awareness about the importance of the users or customers on the industry Easy to evaluate the level of industry in the people.

Advantages

The study is a step towards better understanding the mechanisms of adoption of SNS by users; this is a vital step for strategists willing to exploit the possibilities of using SNS as part of the corporate strategy.

Modules

Create customer accounts

To create user accounts on this social media website using this module. The account created by users personal and professional details

Feedback and post generation

User can generate their thoughts and feedback about the industry production and to give the maximum rank by this module

Admin

Administrator can check all the users details and monitoring the system via database of the proposed system. The control of the system preserve by admin.

Review or view feedback

The review module help to read the post and comments from the users by using   the user account. The module utilize the value of the users(customers) and the customer relationship

Analysis industry level

The analysis module collecting all the posts and feed-backs. The sentiment analysis   used to categorize the opinions

Gathering report

The overall report generated   via systematically identify, extract, quantify, and study affective industrial and subjective information.
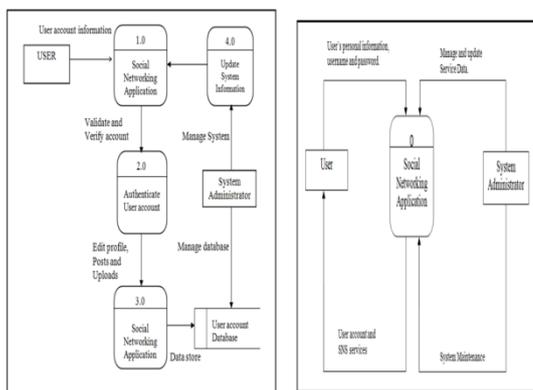
Data flow diagram

Fig 2:Data flow diagram

5. CONCLUSION

In this extremity creation, field of study transmission have outstanding denaturized, while the regulative stimulate of utility-grade across various geographies have remained the same. Therefore, it's necessary for companies to be accustomed to both the possibleness for and the regulatory concerns posed by social media. Customers are choosing social media platforms to interact with brands of choice and for resource on products and services. Given this social shift in customer mind-set, it is imperative for utilities to create a social media policy for employees, senior management and contractors; continue to track basic social media performance indicators.

FUTURE ENHANCEMENT

Facilitate the motivation to participate by consumers and workers and thus supports the organizational integration. Allow the social production which facilitates sharing knowledge and empowering human agents at the micro level and thus supports the organizational integration. The egalitarianism feature of Social Media facilitating knowledge sharing, participates also in the organizational integration.

6. REFERENCES

[1]. Dr. Sugandha Agarwal, Ankur Kumar, Pragya"Social Media: Changing the Way Businesses Interact and Engage Customers" Volume V, Issue IV, April 2016 IJLTEMAS ISSN 2278 – 2540

[2]. Basu Ipsita "Advertising through awareness: For city startups, social marketing is the new cause" April 6, 2016 The Economic Times Bureau

[3]. Olaf Maecker, Christian Barrot & Jan U. Becker"The effect of social media interactions on customer relationship management"

[4]. Di Pietro, Loredana and Elenora Pantano (2012), "An Empirical Investigation of Social Network Influence on Consumer Purchasing Decision: The Case of Facebook", Journal of Direct

[5]. Data and Digital Marketing Practice 14: 18-29.Evans Dave & McKee Jake, "Social Media Marketing The Next Generation of Business Engagement", Wiley Publishing Inc

[6]. Goyal Malini (Oct 25, 2015), "Social media driving spending in India", The Economic Times.

BIBLOGRAPHY

https://www.zendesk.com/resources/customer-service-through-social-media/

https://link.springer.com/article/10.1007/s40685-016-0027-6

https://www.localmeasure.com/post/social-media-and-customer-interaction