

The Effectiveness of Electronic Customer Relationship Management Using Social Media in Bangladesh: A Case Study on Aarong

***NashidBinteyHayder**

*Address:*Lecturer, Uttara University, Department of Civil Engineering, Azampur, Uttara, Dhaka-1230, Bangladesh

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I. Introduction

In today's corporate world, the evolution of internet technology has rapidly changed the way a company conducts its activities starting from advertising its products and services through delivering it to the customer. Now, a customer can get information about a brand through different social media such as social networks, blogs, discussion forums, question and answer forum, news forum, video share etc.(3CSI.,2010,p.4). Using these social media, an organization can engage its customers through providing support to their enquiries. Thus, it plays an important role in managing customer relationship using internet. This type of customer relationship management is called electronic CRM.

In this context, e-CRM can be defined as activities to manage customer relationships by using the Internet, web browsers or other electronic touch points.A higher degree of interactivity possessed by these channels further allows companies to engage in dialogue, solicit feedback, respond to controversies and establish and sustain long term customer relationships. CRM is a comprehensive business and marketing strategy that integrates technology, process and all business activities around the customer (Ahuja,V.and Medury,Y.,2010,p.95). From this perspective, this study aims to know how this E-CRM works in Bangladesh.

1.1 Objectives:

1.1.1 Primary objective:

The aim of the study is to identify the effectiveness of e-CRM in Bangladesh.

1.1.2 Secondary objectives:

The secondary objectives of this study are:

- a) To identify the existing global practices of e-CRM and its effectiveness.
- b) To identify how organizations are maintaining e-CRM in Bangladesh and what are their tools to maintain it.
- c) To identify the e-CRM activities performed by Aarong and analyze how an organization can engage and retain customers through e-CRM using social media.

1.2 Research Methodology:

This study is based on descriptive research to describe, measure, and analyze the e-CRM practice in Bangladesh. Other relevant issues regarding the study are briefly presented below:

1.2.1. Source of data:

This report is based on both primary and secondary data sources.

Primary Data: Primary Data has collected by interviewing with employees in CRM the department of Aarong superstore.

Secondary Data: Secondary data has collected from Aarongs' brand profile page in Facebook which are different blog posts and comments posted by Aarong and its customers.

1.2.2 Sample plan:

The sample of this report is based on convenient sampling. This study has selected Aarong superstore based on pre-analysis of some of the companies' e-CRM activities. Aarong is ranked as one of the top brands in Bangladesh conducted by Superbrand rating. Besides Aarong there are 31 brands which are the top most brands of Bangladesh according to Superbrand rating. This study has analyzed these brands and found that only 22% brands are using Facebook. Among these brands Aarong is more active in e-CRM activities using social media. So by analyzing Aarongs' Facebook brand profile page, it has helped to find out how e-CRM works and can be implemented effectively in Bangladesh.

1.2.3 Analytical Framework:

This study has aimed at to know how Aarong superstore in Bangladesh is managing customer relationship using social media. To answer this research problem, the study has selected Facebook as the social media that can be used to maintain e-CRM by Aarong. To answer all of the research problems indicated in the secondary objectives, the study needs to know how Facebook can be used as the platform of corporate blogging. Here corporate blog is another social media which is the concern for this study because the study needed to know how Facebook blog post can be alternatively used as corporate blog as an e-CRM tool. To do this, this study has analyzed its blog content in the Facebook where Aarong provide information about them and where customer receive it and make queries. It is the main platform of e-CRM.

For analytical purpose, this study has aimed to know which type of blog post is most engaging the customers by Aarong Facebook profile page. Facebook blog post created by Aarong is doing almost the same thing like corporate blog activities conducted by other brands worldwide. This study has examined what types of blog posts have most comments from the customers. To analyze whether there is any relationship between volume of post and comments, correlation analysis has been done. Again to analyze dependency of comments on type of blog post by the company, regression analysis has conducted. It has helped to identify which type of blog post is important enough to attract customers. For simplifying the analysis, the study has analyzed 3 months data initially to categorize the blog content for further analysis. These are:

1. Organizational content: Organizational posts can be directed specifically towards sharing news on organizational growth, new projects and endeavors, organizational activities directed towards corporate social responsibility, employee experiences, posts sharing information about cultural events, awards and other organizational achievements and so on. (Ahuja, V. and Medury, Y., 2010, p.97)

2. Promotional content: Includes posts sharing factual data with respect to product features, prices, new products, product comparisons, promotional campaigns and response to any product-related grievances. (Ahuja, V. and Medury, Y., 2010, p.98)

3. Relational Content: This category includes posts soliciting feedback, those addressing controversies or rumors about the organization, brand, product or service. (Ahuja, V. and Medury, Y., 2010, p.98)

This type of content categorization is not new; it has been done in some of the previous research. Vandana Ahuja and Yajulu Medury (2010) has analyzed the corporate blog content and categorized these into above three categories to know how corporate blog can be used as an e-CRM tool. Thus, the study has collected 20 months' data from July 2010 to February 2012 for this analysis.

1.3 Limitations:

There are some limitations faced while preparing this report. Because of time constraint it is not possible to select all of the companies who are using Facebook profile page for measuring the e-CRM effectiveness. Also data unavailability added another reason for not considering all of these companies in Bangladesh. The study has not considered survey technique for collecting primary data from the Aarongs' customers because there are some errors associated with this type of survey research. For example, survey errors from the respondent in the forms of non response error, response bias, deliberate falsification, unconscious misrepresentation etc. may arise. The survey errors also come from the administrator, who conducts the survey, such as data-processing error, sample selection error, interviewer error, interviewer cheating (Zikmund, W.G., 2008, p.177). To avoid these errors this study has considered to analyze secondary data. But some information has collected from the interview with employees of Aarong for better understanding.

II. Literature review

In Bangladesh, very few researches have been done on e-CRM practices conducted by different industries like telecommunication, banking etc. Again, the type of e-CRM practices done by these industries mainly based on using different web based software tools implemented by them. But the research on e-CRM using social media like Facebook has not been done yet in Bangladesh as far as this study's concern.

The research on e-CRM using social media has been done by some researchers. For example, Vandana Ahuja and Yajulu Medury (2010) have studied the e-CRM applications to building consumer engagement through content management using corporate blog. They attempted to study the impact of brand communication (content type and volume), hosted on an organizational blog, on its ability to induce consumer engagement. Organizations can build relationships with their prospective and current consumers through posts on a Corporate Blog, and encourage them to participate by commenting on the blog, thereby stimulating consumer engagement. The variation in the organizational objective behind hosting each post on the blog is used to categorize the content posted on the blog. They identified three types of content typologies – organizational, promotional and relational. They further observed that relational content hosted by an organization is able to induce greater volumes of consumer engagement (measured in terms of number of consumer comments) than any other content typology. (Ahuja, V. and Medury, Y., 2010, p.91)

III. Existing global practices of e-CRM and its effectiveness:

Taking advantage of the revolutionary impact of the Internet, CRM combined with web-based applications, is able to provide integrated marketing, sales, e-commerce, and customer support services to institution through a single, customized Web interface. This concept of web-based CRM applications has been defined as electronic customer relationship management (e-CRM) (Yang,y, Chang,L.Y, Lee,I.C.& Chen,C.W.,n.d.) Besides using different software for managing customer relationship, now-a-days an organization can use social media such as corporate blog, SNS, as a means of e-CRM.

3.1 Use of social media:

The most popular form of social media used with clients are videos (75%), followed by blogs (50%), social network profiles (50%), and podcasts (41.7%). Not so popular were RSS feeds (25%), wikis (16.7%), and Twitter (0%). (Burns, K.S., 2008, p.26)

Monitoring of social media is used extensively, with 91.7% monitoring blogs and social network sites, 66.7% monitoring message boards, and 25% monitoring wikis. These tools are also helping practitioners do their jobs as they are using search engine alerts (83.3%), tagging or social bookmarking (75%), RSS feeds for content of interest (58.3%), and targeting of bloggers (50%). (Burns, K.S., 2008, p.27)

Companies who read blogs get first notice of breaking news, emergent trends, and the changing nature of public opinion. Company blogs executed well build credibility and project a message of self-confidence. Examples of reasons to start a corporate blog would include; Employment Branding, Product Launch, Public Relations, Marketing Campaigns, Consulting Services, Vendor Relations, Media Relations, and Innovative Ideas used to establish Industry Expertise. Blogging evangelists often speak of a conversation taking place in marketplaces. Participating in the blogging world gives companies a competitive edge in that conversation. Bloggers are early adopters, expert networkers, and skilled at gathering competitive intelligence. Companies who start a blog can bring those skills in house and learn the language and etiquette of blogging, learning to engage these individuals in achieving goals. Companies that fail to engage in this conversation now will find themselves playing catch-up for years to come. (Durbin Media Group, n.d. p.3)

3.2. The implementation of social media by various organizations and its effectiveness:

When examining the corporate response to social media, two themes seem to emerge:

- Corporate efforts are concentrated within only top tier social media networks and sites (Facebook and Twitter have the highest participation, for example)
- The majority of companies take an all too passive approach to social media, focusing more on monitoring and tracking rather than active engagement. (3CSI, 2010, p.6)

In addition, there is often times a lack of coordination between functions. Nearly 70% of social media profiles are created and maintained by either marketing and/or public relations groups. While these divisions may be fluent in managing brand image and corporate messaging, their efforts might benefit significantly from the involvement of the organization's customer care experts. (3CSI, 2010, p.7)

Another significant hurdle in creating an effective Social Media campaign is a lack of leadership buy-in. This goes hand-in-hand with the fact that a surprisingly large number of companies (80%) don't have any targets or measurement tools in place for their social media efforts. (3CSI, 2010, p.7)

Companies do make a concerted effort at participating in Digital CRM has a significant result. The experiences of a company that recently established a strong proactive presence in third party forums had results that may prove typical. After six months of proactive engagement in these channels by customer care specialists, publicly posted feedback to those engagement activities proved to be 90% positive, while 5% was image neutral, and the remaining 5% was negative. Of the negative responses, the bulk were classified under the category of perceived misrepresentation — some people found it too hard to believe that representatives from the company were taking the time to address customer issues within third party forums. The company also found that more than half of responses from the original poster contained an overt expression of appreciation. Customers were pleased that the brand and/or company would put in the time and effort to proactively assist customers through third party channels. And on average, each response thread was viewed 1,150 times by other forum users. (3CSI, 2010, p.7)

A 2010 multi-industry benchmarking study recently released by 3CSI and COPC Inc. provides valuable insight into current corporate attitudes and actions within the social media domain. The most significant finding is that 80% of the entities surveyed monitor social media — an increase of 30% over 2009 findings. Furthermore, 57% of the entities recognize social media as an important aspect to their business. (3CSI, 2010, p.7)

Other interesting aspects of the study include how corporations are describing their social media involvement. Only 33% define their involvement as “Engaging”, which means that more than half of the companies involved in social media are missing out on one of the most essential aspects on social media activity — namely, proactive engagement. (3CSI, 2010, p.7)

Also uncovered in the COPC Social Media Benchmark study is a glimpse into how companies are utilizing social media efforts to meet corporate communications objectives. Many companies (34%) are using social media to gather product comments and issues, but few entities (only 6%) recognize social media as the new communication channel that it is. In other words, there is an indication that companies lean on social media efforts as a passive monitoring tool rather than as a proactive engagement tool. Of those companies surveyed, 75% actively use tools to monitor brand mentions and comments, with 34% hiring third party firms to conduct monitoring and reporting. (3CSI, 2010, p.7)

Social media has clearly demonstrated its value as a medium of mass communication. The fact that 60% of companies that are active in social media place emphasis on pre-sales, marketing and PR (as discovered in the COPC Social Media Benchmarking Study) bears witness to this fact. Underlying these activities is the profound opportunity for businesses to supplement, and in some cases eclipse, their customer care centers. (3CSI, 2010,p.8)

In a separate privately funded survey of corporate involvement in social media, it was found that only 13% of respondents specified using social media as a customer service resource. (3CSI, 2010,p.8)

So why does a customer care approach make sense for social media? First and foremost, and as discussed earlier in this paper, consumers are demanding it — 75% of those asked would rather resolve issues online. While the term “online” could encompass a few different channels, the most direct path is to go where the customers are. That means social media. (3CSI, 2010,p.8)

Additionally, resolving product and brand image issues in a social media environment has the effect of multiplying efforts. Recurring issues that affect dozens or hundreds of customers can often be resolved through a single engagement because of the fact that social media is not a one-to-one communication. Instead of fielding dozens of calls, a well placed agent response can serve a whole community instead of a single individual. (3CSI, 2010,p.8)

Another advantage of utilizing social media as a customer care resource is one of cost. Social media engagement as customer care offers an immediacy that carries with it inherent efficiencies. A customer care agent set loose in social media can react and respond to dozens of customer and prospect posts in the time it takes to make contact via traditional customer care methods, such as by phone. (3CSI, 2010,p.8)

A Fortune 50 company recently expanded social media activities, supplementing customer care resources by proactively engaging customers online in social sites and on forums across the internet. They realized incredible savings. On average, the company spends \$45 per contact fielding customer calls at a traditional customer care center. By engaging customers online in a preexisting forum, many would be calls have been averted. (3CSI, 2010,p.8)

While social media engagement is a sensible accompaniment to traditional customer care approaches, it shouldn't be seen as a replacement. In instances of escalation and facilitation of third party involvement, traditional customer care methods are still essential. But companies should make every effort to appreciate the value that social media can add to their existing customer care resources. (3CSI, 2010,p.8)

Brands are increasingly interested in establishing a social presence and engaging with their Fans, helping shape their customers' experiences, and even leveraging their voices for greater marketing impact. Underscoring the importance of this channel, 100 percent of the Ad Age Top 100 Advertisers have established Facebook pages for their brands.(Lipsman, A., Mudd, G., Rich, M., & Bruich, S.G.,n.d.,p.3)

Understanding the importance of the Newsfeed to the Facebook user experience helps illustrate how and where users are likely to see and digest information on the site. This implication is especially important for brands with a presence on Facebook, since the Newsfeed offers the greatest opportunity to reach and engage with current and potential customers. (Lipsman, A., Mudd, G., Rich, M., & Bruich, S.G.,n.d.,p.8)

Facebook users demonstrate their affinity for brands through use of the “like” button. By “liking” a brand (also

known as “becoming a Fan”) followers can affirmatively express their interest in a particular brand for reasons that may include self-expression, communicating positive associations of that brand to others, staying in communication with that brand, or receiving deals and promotions. Many iconic brands have been able to amass substantial Fan followings, with Coca Cola, Starbucks and Disney each boasting more than 20 million Fans as of July 2011. (Lipsman, A., Mudd, G., Rich, M., & Bruich, S.G.,n.d., p.8)

3.2.1 Problems with social media:

As this new marketing paradigm unfolds, there is palpable excitement about its potential to drive value for businesses, but also anxiety about the difficulty of grasping the full promise of this emerging medium. According to a study conducted by the Harvard Business Review, only 12 percent of companies surveyed indicated that they were effective users of social media, and just 7 percent said they were able to integrate social media into their marketing activities. These problems are all too common for businesses attempting to succeed in today’s social media environment. (Lipsman, A., Mudd, G., Rich, M., & Bruich, S.G.,n.d.,p.3)

3.2.2 Fan value and social media ROI:

Perhaps the most common questions that arise in evaluating social media efforts are “What is a Fan worth?” and “What is the return on my social media investment?” Answering such queries must begin with quantifying the value of a Fan, which might be considered in the following ways:

- Increasing engagement and loyalty among Fans
- Generating incremental purchases among Fans
- Positively influencing Friends of Fans (Lipsman, A., Mudd, G., Rich, M., & Bruich, S.G.,n.d.,p.19)

A retailer may want to understand how much more time Fans spend at its store than non-Fans. A CPG brand may be interested in knowing how much more of its product is purchased in-store by Fans than non-Fans. A publisher could be curious about how much more time is spent on its website than a non-Fan. The potential applications for understanding these differences are virtually limitless.(Lipsman, A., Mudd, G., Rich, M., & Bruich, S.G.,n.d., p.19)

A good starting point for quantifying the value of social media audiences is to analyze basic brand engagement. For Starbucks, Southwest, and Bing, how much more likely Fans and Friends of Fans were to visit the websites for those brands compared to the average visitor of those sites are evaluated. Starbucks’ Fans and Friends of Fans showed the highest average propensity to visit the brand website, with Fans 418 percent more likely to visit Starbucks.com and Friends of Fans 230 percent more likely. Southwest Fans were 362 percent more likely to visit Southwest.com, while Friends of Fans were 165 percent more likely. Bing, which showed relatively more modest lifts at 55 percent for Fans and 33 percent for Friends of Fans, had much higher rates of visitation overall than the other two brands’ websites with more than 1 out of every 3 U.S. Internet users visiting Bing in May. (Lipsman, A., Mudd, G., Rich, M., & Bruich, S.G.,n.d., p.19)

3.3 Use of Facebook as an e-CRM tool by different brands:

Coca-Cola:

Coca Cola’s Facebook page is used extensively by the brand, evident by the post per day ratio and the number of tabs it uses to fill the page with content. The brand’s Facebook page offers a multitude of ways to promote engagement between the brand and the fans. Aside from the basic tabs – wall, info, photos, videos, discussions and events – Coca Cola has several other tabs for the fans enjoyment and use. Coca Cola has created a number of applications where fans can go into the world of the brand, and experience aspects of the brand dedicated to a happy life and to giving to others. It is a global brand and has a number of tabs dedicated to certain countries, engaging those audiences with country specific promotions or offers. (Ginman, C., 2011,p.39)

Not only does Coca Cola offer engaging content, they also provide fans with a forum for discussion. Topics can be started both by the fans and the brand, and include issues such as likes and dislikes, consumption habits, commercials, and what people think about the rewards scheme. Most of the discussions are devoid of brand participation, but rely on fans talking to each other. In other words, the brand enables conversation between fans in which the brand does not always have to take part itself. (Ginman, C., 2011,p.38)

Facebook is a huge network with millions of users, all prone to expressing themselves through communicating with brands. To engage properly on the Facebook pages, the users need to “like” the brand. In other words, the fans of a brand on Facebook have already actively decided to support the brand. Thus, they are already loyal fans or customers. In that sense, Facebook is, as discussed in an earlier section of this thesis, a place where loyal fans can revel in their appreciation of the brand. The vast numbers of fans that brands such as Coca Cola and

Starbucks have attained have chosen to like the brand for what the brand is rather than what it does on social media, however, it is what is done on social media that will keep the fans there. Essentially, the Facebook page should be aimed at engaging the already engaged. In fact, the number of fans a brand has on its page is only slightly related by the number of times it provides engagement opportunities. (Ginman, C., 2011,p.42)

The following brands was selected for the content analysis:

- | | |
|--------------------|--------------|
| 1.Starbucks | 11.Intel |
| 2.Red Bull | 12.Zara |
| 3.Wrigley's | 13.Google |
| 4.Pepsi | 14.Microsoft |
| 5.Coca Cola | 15.Nike |
| 6.American Express | 16.Nissan |
| 7.Vodafone | 17.Gucci |
| 8.Verizon Wireless | 18.Toyota |
| 9.State Farm | 19.Honda |
| 10.AT&T | 20.Hermès |

(Ginman, C., 2011,p.30)

Contacting Consumers

Concerning the contactperspective, however, it seems as though brands may be more inclined to see what people think. Social media is a place where the actual *social* element is prominent – or at least where it should be prominent. Brands in general exert quite a lot of effort in responding to fans within their 30 wall post time span, and reply on average (in comments sections below posts or otherwise) 18.1 times compared to the 15 times they address fans (by that meaning that they actually expect something from fans in return rather than simply posting a piece of information). Thus, the general result of this can be said to be that brands are indeed trying to engage in conversation with fans, albeit it still corresponds to only about 50% of the total wall activity. Interestingly, 12/20 brands do not have discussion boards, making it more difficult for fans to discuss the brand, however, facilitating for the brand to see what is said about it (considering there is only one space where fans can comment, on the wall). (Ginman, C., 2011,p.44)

Many fans are actively trying to contact the brand about product defects or problems or queries in general. 35% of the investigated brands use the page for customer service purposes. On average customer service replies to fans out of the total number of brand replies is 37%. However, when comparing different brands one will see that these 37% very much originates from a select few brands which makes the 37% figure misleading. (Ginman, C., 2011,p.44)

Conducting Collaborations

So, how are brands working to manage their customer relationships and promoting loyalty and advocacy in social media? Social CRM in the philosophical sense (disregarding the technical platform that is also part of SCRM) refers to engaging in a collaborative and mutually beneficial way. What can be seen is that brands in general are still prone to use content to engage fans rather than use dialogue and discussion. Although some brands use their Facebook pages for customer service they are a minority. Also, collaboration between brands and fans exists but it mainly focuses on working together to attain goals outside of the brand offer itself. Among the 20 brands, 12 brands do not have discussion forums but rely on the wall for two-way communication – it is much easier to survey one forum than others. In other words, brands in general have not completely embraced all that social media has to offer. (Ginman, C., 2011,p.45)

As just mentioned brands are in general trying to enhance fans' attachment with the brand through content rather than contact, focusing on providing a varied offer of games, contests, imagery, video, and information. This implies that they are largely trying to engage the lurkers, as strategies such as contests and giveaways, games, polls and the like are significant strategies for engaging the 90 percent of the fans who watch rather than participate.(Ginman,C.,2011,p.46)

Emami:

Emami is a Scandinavian brand that cooperates with young, innovative designers in making unique, quality clothing. Emami emphasizes, that it wants to encourage young women to be creative and to develop and express their own individual style through their clothes. (Ívarsdóttir, D., 2010,p.22)

The problem with the Emami design is that consumers tend to be savvy and are skeptic that it is as easy to wear and alter the garments as demonstrated by Emami's commercial material. Therefore, many need to seek information about it from other peers who have experience with it before they are convinced to buy it. Here, online brand communities, like a FB fan page, where the customers can view active discussions and shared experiences from their peers about the garments might add to the brand equity. (Ívarsdóttir, D., 2010,p.23)

Based on their analysis more than 45% of the respondents who were familiar with the Emami garments were positive about the idea of giving feedback and sharing experiences about the garments on FB. This indicates Emami has a loyal customer base that might be willing to participate in the community. Moreover, if Emami manages to engage the consumers into a dialogue within the community it will be a great source of feedback for the brand and it will create a valuable experience for the consumer, which will strengthen the brand relationship. (Ívarsdóttir, D., 2010,p.24)

3.4 Use of corporate blog as an e-CRM tool:

The dictionary meaning of a blog is a frequent, chronological publication of personal thoughts and links. As millions of people use blogs as personal diaries on the Internet, they are emerging as collaborative spaces that can be put to multiple uses and that have emerged as the latest mode of computer-mediated communication. This concept has found widespread acceptance in the corporate world, with the emergence of 'corporate' or 'organizational' blogs. These are people who blog in an official or semiofficial capacity at a company, or are so affiliated with the company where they work, that even though they are not officially spokespeople for the company, they are clearly affiliated. (Ahuja, V. and Medury, Y., 2010, p.93)

An effective blog fosters community and conversation, drives traffic to the product website, and serves as a medium for interaction with consumers, thereby shaping consumer perception, eliciting responses, and through a two-way thought exchange process, aids in fostering a connection with the consumers. *External Corporate Blogs* are primarily used as tools by organizations to interact with consumers, partners, marketing intermediaries, associates and components of the external environment, namely media, government agencies and other general bodies. (Ahuja, V. and Medury, Y., 2010, p.93)

The corporate blogs are already used by a range of companies from various industries. In a research performed by PRWeek among the U.S. CEOs, it was discovered that 7% of the U.S. CEOs have their own blog. They list key advantages of blogs as quick communication of new ideas, greater informality, quick internal response and a place for innovation and good leadership (Hood, 2005) (Lindic, Z., 2006, p.7)

IV. Implementation of e-CRM using social media in Bangladesh:

In Bangladesh, the application of e-CRM is newer one. There are some companies who are using internet technology for implementing e-CRM such as GP, Qubee and different banks etc.

CRM technique of GP already ensures customer loyalty with end-to-end customer care by direct text message, voice mail, and direct call to the subscribers. (Rahaman, M.M., 2011, p.5). Online banking had added a new era of e-CRM in the banking industry of Bangladesh. Now a bank can provide service to its customers through various software using internet (Ali, M.M., 2010). But these industry are not using social media instead they use web based software.

Again Qubee has started to use Facebook fan page as a social media. There are many other small and medium companies who are using social media. But as this report concerned about the companies according to Superbrand ranking, so these small and medium companies has not taken into consideration.

Very few companies are using social media as e-CRM tools. But there is a lack of research conducted in this regard. So this study needs to know how social media can be used by companies for managing customer relationship. The next part has discussed this issue.

4.1. Type of social media can be used as e-CRM tools in Bangladesh:

In the developed countries, e-CRM has been extensively applied by various companies as indicated in the first part of this study. But in Bangladesh, it is in the initial phase. This study has found very few companies those are seriously taking e-CRM into their consideration. These companies are using their customized e-CRM software. And very few companies are using social media such as facebook for e-CRM activities. But none of the companies are using corporate blog as a platform of e-CRM. So this study needs to know how Aarong is implementing e-CRM using social media i.e. Facebook as a tool of corporate blog. Alternatively, it can be stated that how Facebook blog post can be used as a corporate blog by companies.

In Bangladesh, corporate blog does not exist exactly what it is existed in the other countries. Those blogs that exist are actually personal blog, where some of these are created in group for social concern. Again some organization like the daily ProthomAlo has a blog which is for discussion about social issues. Some NGO's has blogs also, but those are not for the purpose of e-CRM activities. Here any one can post in that blog and they are not liable about what they have posted.

There is also a blog which is called Bangladesh Corporate Blog where anyone can post into the blogs and the owner of that blog is not liable or accountable to the blog posting. It is free to post anything by the bloggers. But an actual corporate blog which is created by companies has many terms and conditions regarding blog posting and comments. But in Facebook brand profile page created by a company, anything that the brand posts into the blog is liable for that posting. So there is no such blog that is used by a company for e-CRM practices in Bangladesh. This is the reason why this study has selected Facebook as a platform of corporate blog as there are some similarities between these two.

4.2 Overview of Aarong:

Aarong, an iconic Bangladeshi brand and the country's largest retail chain, offers customers over 100 fashion and lifestyle product lines, including designer clothing, household items and jewellery, all of which bear the promise of exceptional quality and value. The rich tradition of Bangladeshi craft and folk art returned to prominence through Aarong, which, for the last 32 years, has been creatively blending traditional and ethnic craft-skills with contemporary styles and trends. Aarong works with over 1,600 artisan groups, ensuring the livelihood of over 65,000 artisans and directly benefiting 320,000 people across Bangladesh. 1978 Aarong opened its first retail outlet in Dhaka. (Superbrands - The Independent Arbitrator of Branding - Superbrands ,n.d.)

4.3. e-CRM activities of Aarong:

Aarong is ranked as one of the top brands in Bangladesh conducted by Superbrand rating. The study has also analyzed other brands having same rating by Superbrand and found that Aarong is more active in e-CRM activities using social media comparing to others. So it has helped to find out how e-CRM works and can be implemented effectively in Bangladesh.

V. Conclusion

E-Marketing communication is still not very much progressed in Bangladesh. Using Internet facility still very costly and people has little knowledge in operating computers (Ali, M.M., 2010,p.13). Only new generation of the total population of Bangladesh is computer literate. As Aarong is an old company, its strong customer base is mainly medium aged group who are not using social media as frequently or not at all as those university or school going students do. So to reach that high profitable segment they are still relying on providing feedback traditionally. But still there is a chance to increase their customer base by engaging fans on Facebook as they purchase frequently but low priced product. So they should consider social media more seriously to maintain e-CRM activity. This study has also found that Facebook brand profile page can be used as a replacement of corporate blog because there are some similarities between these two. So to become more advance in the corporate world, a company should consider using social media as more and more companies worldwide has already using it effectively.

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