

ABSTRACT

CUSTOMER COMMUNICATION IMPROVEMENT BY SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT THROUGH FACEBOOK

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This master dissertation features detail of internship and business improvement project. The first two chapters cover details of the internship in France and the host company. The business improvement project which is the core of this dissertation is found in chapter 3, following by the internship benefits in the chapter 4.

The business improvement project (BIP) on customer communication in application of Social Customer Relationship Management (SCRM) through Facebook was investigated. SCRM is a new theory which has been widely discussed and adapted nowadays. This theory enhances the relationship between business and customers through conversation, engagement and collaboration. In order to do so, many companies utilize Facebook as a channel to communication and connect with

customers. Thus, this BIP provides better understanding about SCRM and other related terms.

Due to some limitation in implementation, the investigation process has mainly done through references of secondary online sources such as articles, book, interviews, blogs, etc. Resolutions to customer communication are based on reference of SCRM theory, experts in SCRM and Facebook, and experience from business owners who adapt Facebook.

Findings have shown that SCRM is an extension of traditional theory of Customer Relationship Management suitable for the modern business world where business and customer become social. SCRM implementation can be done through utilization of Facebook Page which allows interactive communication on a daily basis. SCRM can be used in combination of CRM to achieve corporate objectives.

However successful implementation of SCRM and Facebook requires support from management, resources contribution, understanding of tools and strategy.