

Social Networks for Customer Relationship Management

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Agenda

- iKnow goals
- Social networks use
 - marketing
 - technical support
 - FAQ
- Statistics
 - number of questions, answers
 - average response time
- Previous experience
- Conclusion
- Q&A

iKnow Enrollment

- For the student enrollment process for the academic year 2011/2012, our Faculty used the enrollment module of the iKnow System.
- It allows the candidates to enter and validate their enrollment data through an electronic system.
- Provides the candidates with:
 - faster data entry;
 - easier data validation;
 - automatic average grade calculation;
 - ability for editing the data before finalizing it;

iKnow Enrollment

- Benefits for the Faculty and the Enrollment Commission:
 - no need for manual data-entry of data from more than 650 candidates (!);
 - faster and automatic ranking of the candidates;
 - easy transfer of information about the enrolled candidates - now students - into other e-services of the Faculty;

Social Networks

- Following the global trends and innovation in ICT, the ways of communication between the universities and faculties with their students and enrollment candidates has become significantly different.
- The use of social networks and other forms of interactive communication for this type of communication is becoming a trend.
- The intensity of the communication between the students and the faculties and universities seems to be very high during the process of choosing a faculty for enrollment, as well as the short period just before the enrollment starts.

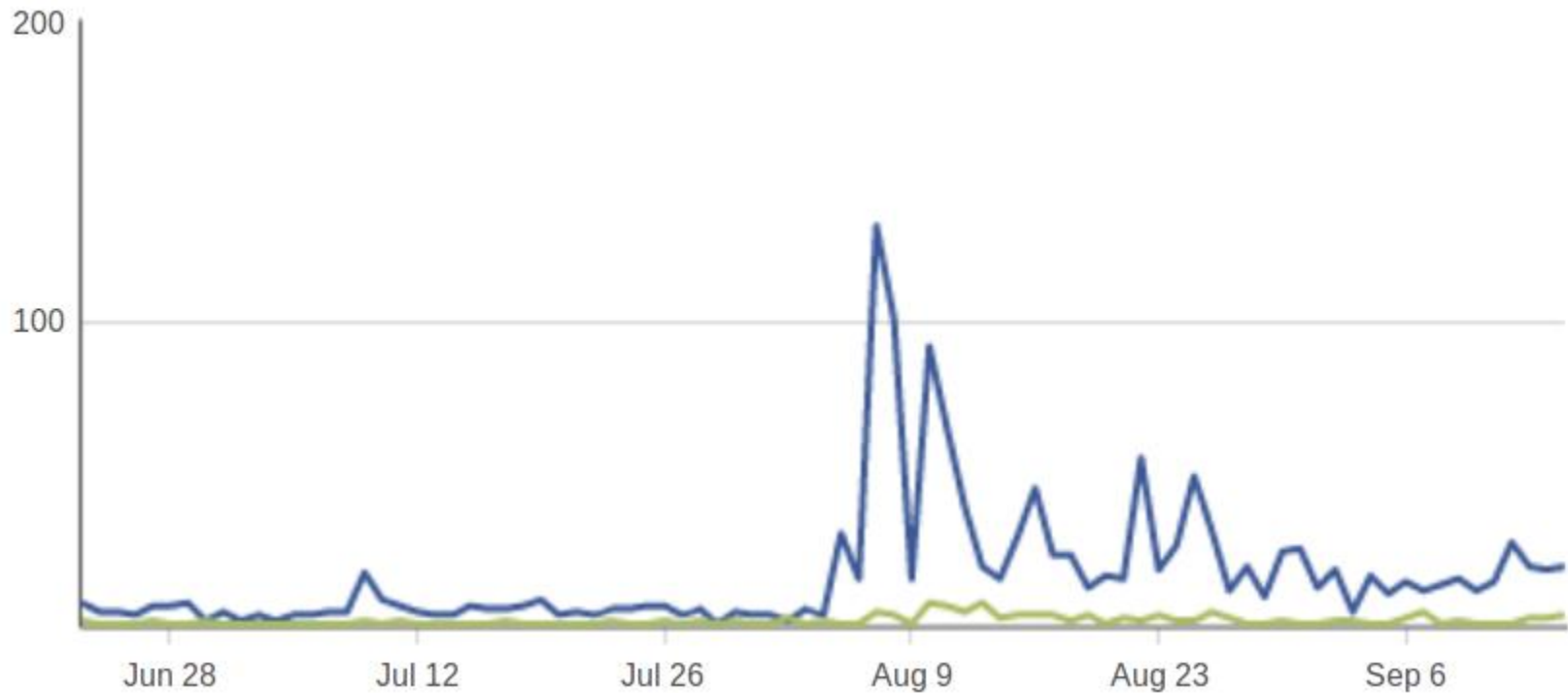
Social Networks

- In order to better explain the enrollment process to our candidates, we decided to use the social networks as the main communication channel.
- We decided to use:
 - the CSE Facebook page
 - the CSE Twitter profile
 - the CSE YouTube channel
 - the CSE website
 - FAQ, Contact & Facebook live-chat

Facebook

Likes

Unlikes

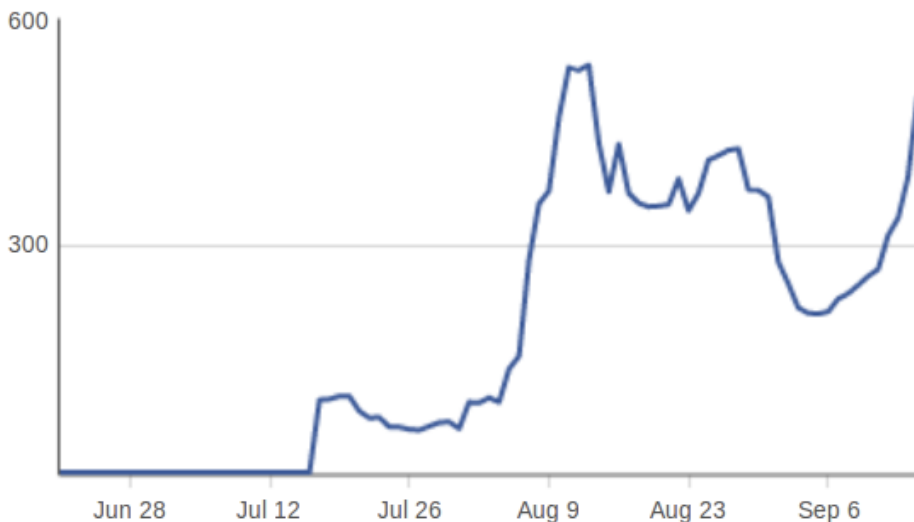


Facebook - All stories

- People that talked about this
- People that have seen the post (viral reach)

Talking about this

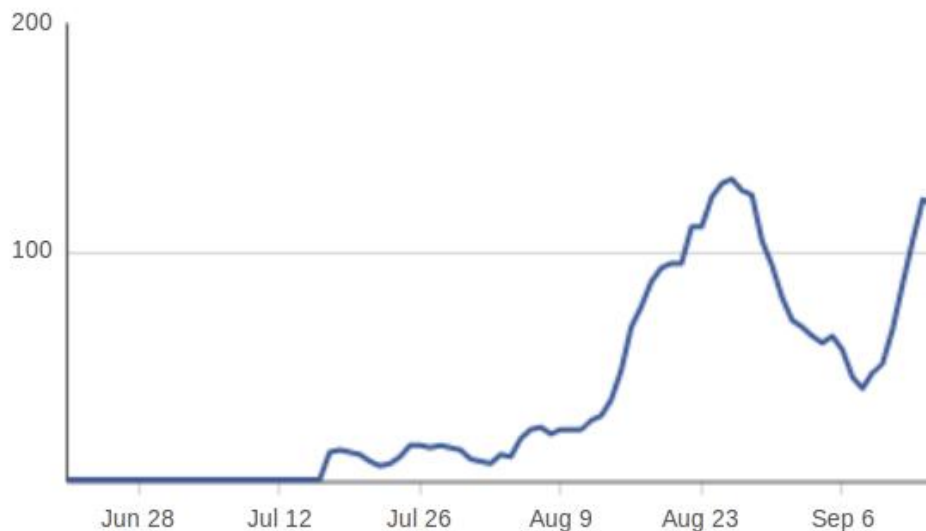
Viral reach



Facebook - Post by others

- People that talked about this
- People that have seen the post (viral reach)

Talking about this



Viral reach



Twitter

- Continuous communication with our Twitter followers:
 - 399 tweets
 - 864 following
 - 882 followers
- Interaction with students:
 - 62 questions through mentions of @FINKledu and @CSEedu;
 - 43 questions through DMs (direct, private messages);

YouTube

- We created an instructional video for the iKnow enrollment process.
- We put it up on our YouTube channel.
- It was viewed 803 times.



FAQ, Contact, Facebook live-chat

- Due to the openness of the Faculty, the enrollment candidates were in a position to ask a large amount of questions.
- Therefore, we had to create additional modules on the CSE website:
 - a FAQ module
 - a Contact module
 - a Facebook live-chat module

FAQ

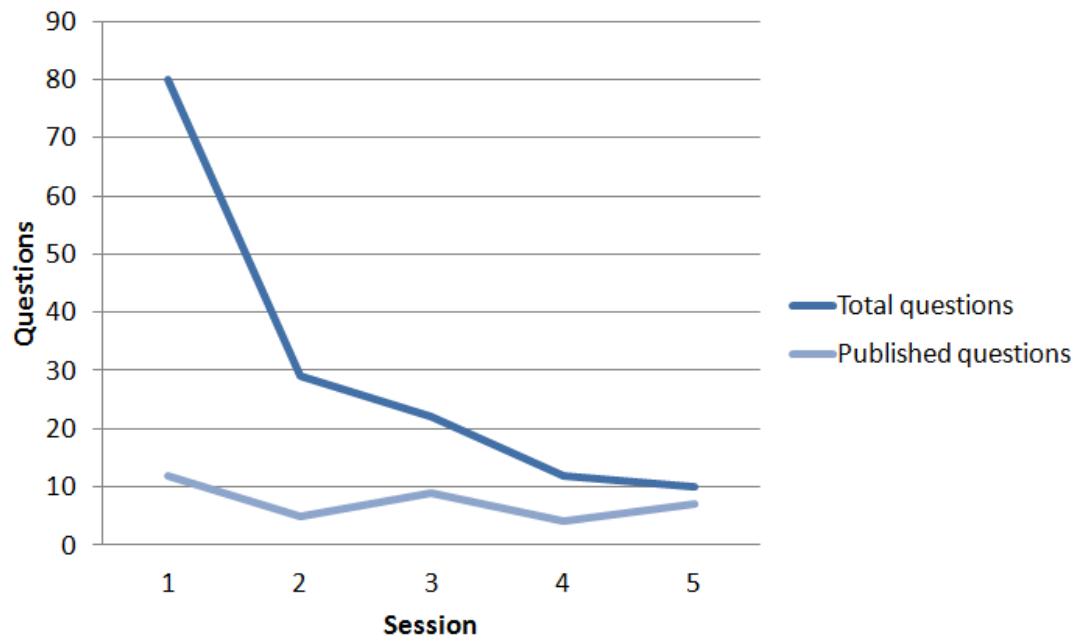
- Number of questions
 - Published 180
 - Total 180*(~5)
- Questions frequency
 - Average 10-15 per day
 - Maximum 40 per day
- Response time
 - Average 2 days
 - Maximum 7 days

Contact

- Number of questions
 - Total: ~160;
 - None of them were published on the website;
- Questions frequency
 - Average 3 per day;
- Response time
 - Average 2 days;
 - Maximum 7 days;
- Contacts
 - Total 222 people;

Facebook live-chat sessions

- Number of sessions and duration
 - 5 sessions for the new students (09 - 13.08.2011);
 - every session lasted for 60 minutes;
 - additional 2 sessions for our previous students;
- Session details



Facebook live-chat sessions

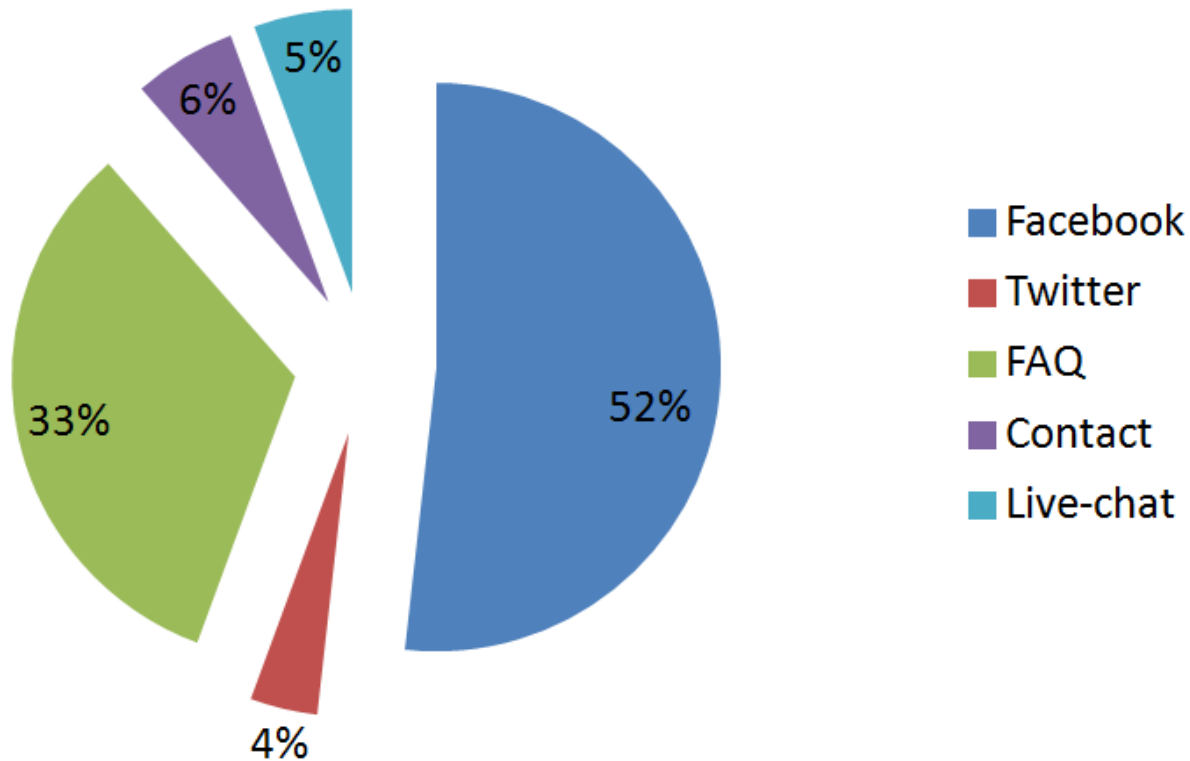
- Total number of questions in the sessions
 - 153 total questions (30,6 per session)
- Total number of questions published after the sessions
 - we selected unique, interesting and frequently asked questions for publication on the CSE website
 - 37 total questions were selected and published
 - the selected questions were published after each session
 - it led to a decline in the enrollment candidates' participation in the sessions in the following days - they already knew the answers of their own questions

Comparison & Conclusion

- First year of using social networks for CRM
 - Presenting an open approach for communication with our 'customers' - enrollment candidates and students
 - High interest, represented through the large number of questions
- Total number of questions:
 - Facebook: 1415
 - Twitter: 105
 - FAQ: ~900
 - Contact: ~160
 - Facebook live-chat sessions: 153

Comparison & Conclusion

Total number of questions



Comparison & Conclusion

- More questions on Facebook than on Twitter
 - The enrollment candidates don't use Twitter as much
- More questions on FAQ and Contact than on the live-chats
 - The enrollment candidates prefer private communication
 - We prefer public communication – leads to transparency and less questions

Thank you!

Thank you for the attention!

Q&A

Questions?