

CRM at the Speed of Light, Fourth Edition: *Social CRM Strategies, Tools, and Techniques for Engaging Your Customers*

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New York Chicago San Francisco Lisbon London Madrid Mexico City
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Contents

<i>Foreword</i>	<i>xi</i>
<i>Acknowledgments</i>	<i>xv</i>
<i>Introduction</i>	<i>xvii</i>

Part I The Era of the Social Customer. 1

CHAPTER 1	OMG! YOUR CUSTOMER REALLY IS YOUR BFF!	1
	Bursting the New Mythology: Zeus Drops to Earth	1
	How the Book Is Organized	3
	Starting with a Test	6
	Welcome to the Era of the Social Customer	8
	What's a Customer Ecosystem?	10
	The Social Customer Needs Your Attention to Get Theirs.	18
CHAPTER 2	CRM, CMR, VRM OR ... WHO CARES?	29
	"Traditional" CRM	30
	From CRM to CMR	32
	Social CRM	34
	Social CRM Technology: Features, Functions, Characteristics.	37
	The Social Stack	41
	Social CRM and VRM	45
	Vendor Relationship Management (VRM).	46
	Now Do You See CRM, Social CRM, and VRM?	53
CHAPTER 3	THE CUSTOMER OWNS THE EXPERIENCE	55
	The Transition from Management to Engagement Through Experience.	58
	Superstah! ResponseTek	75
	A Guiding Principle for Crafting Experiences	78
CHAPTER 4	ENTERPRISE 2.0: NOT EXACTLY WHAT YOU THINK.	83
	Defining Enterprise 2.0	83
	Enterprise 2.0: Here's Why You Need It	85
	What This Means for CRM	93

CHAPTER 5	A COMPANY LIKE ME: NEW BUSINESS MODELS = CUSTOMER LOVE	97
	Why? Because We <i>Like</i> You and Trust You	98
	The New Business Models Unveiled	105
	Another Model Worth Getting Behind	115
Part II So Happy Together: Collaborating with Your Customers. . . .		121
CHAPTER 6	Do You HAVE THE RING? TOOLS FOR CUSTOMER ENGAGEMENT	121
	The Value of Social Media in CRM	121
	Social Media	123
	Superstah! Lotus Connections	140
CHAPTER 7	LOVE YOUR CUSTOMERS PUBLICLY: BLOGS AND PODCASTS	149
	The Blogosphere	149
	How Do You Measure a Blog?	161
	Microblogging and More: Tweeting on Twitter	162
	Superstah! Six Apart	166
	Podcasting: A Brief Look	170
CHAPTER 8	WIKIS ARE A WEIRD NAME FOR COLLABORATION, N'EST CE PAS?	175
	Crowdsourcing	176
	Superstah! Socialtext	189
	Wiki Wrap-Up	194
CHAPTER 9	SOCIAL NETWORKS, USER COMMUNITIES: WHO LOVES YA, BABY?	197
	The Conversation Can't Be Avoided	198
	Social Network Styles: What Models Can You Choose From?	200
	Managing the Community	215
	The IT Landscape	222
	The Vendor Picture	226
	Superstah! Neighborhood America	228
CHAPTER 10	MOVIN' AND GROOVIN': THE USE OF MOBILE DEVICES	235
	A Needy Market	236
	Why the Growth?	237

What's It Look Like? Mobile Technology	239
Considerations in Mobile Enterprise Planning	241
Untethered Benefits	242
The Future: Social CRM Gets Down and Wireless _____	244
Superstah! Research in Motion, SAP, and CRM 2007 for the BlackBerry	248

Part III Baby Stays, Bathwater Goes—CRM Still Needs the Operational. 253

CHAPTER 11 THE COLLABORATIVE VALUE CHAIN	253
Transparency	254
The Systems	255
Back and Front Office Integration:	
Bad Story, Good Story	257
Integrating the Back with the Front—Still	
Not Too Shabby	260
A Mini-Conference	266
Now Meet the Customer: The Collaborative Value Chain	271
Ecosystems Begin to Rule	274
Building the Collaborative Value Chain	276
Superstah! SAP	279
CHAPTER 12 SALES AND MARKETING: THE CUSTOMER	
IS THE RIGHT SUBJECT	283
Sales and Marketing Are Now	
Integrated, Aren't They?	283
Sales 2.0: Customer Expectations Have Changed	286
Leads and Opportunities: The Feeling Is Mutual	290
Special Circumstances Include the New Norm	291
Handling Opportunities Better and Way Cooler	298
Superstah! Oracle Social CRM	300
Sales Intelligence: Mo' Better, Richer, Deeper	304
The Sales 2.0 Value Proposition	309
Marketing, uh, 2.0: New Mindset, New Tools	310
Listen Up! The New Competition Is Attention	310
Getting on the <i>Cluetrain Manifesto</i>	315
Authenticity Trumps Consistency	317
The Marketing Model: Old vs. New	318

	Social Media and Marketing:	
	More than Just <i>du Jour</i>	322
	CRM Vendors Have a Problem Here:	
	Poor Apps, but Improving	330
CHAPTER 13	CUSTOMER SERVICE IS OUR NAME—AND OUR GAME	343
	Customer Complaints Go Viral—and You Love It	344
	The Definition of Customer Service	345
	Building a New Customer Service Model	350
	Technology Finds 21st Century Customer Service	366
	Superstah! RightNow: Building Beyond the Traditional	367
	Superstah! Helpstream: Community-Driven Customer Service	371
	Closing It Out	375
CHAPTER 14	THE DIFFERENCE: CRM, THE PUBLIC SECTOR, AND POLITICS	381
	From 2004 to Now—Wow, What a Difference	383
	In Re: Engagement by the Administration	388
	The Case of Singapore: Social CRM in Action	391
	Politics No Longer Poker—Bluffing Don't Woik	398
	The Technology Champs	403
	Superstah! Blue State Digital	409
CHAPTER 15	SOA FOR POETS	417
	Evaluating Architecture	417
	The Architectures	420
	Enterprise Service-Oriented Architecture	420
	Superstah!	429
	REST/WOA	429
	Superstah! Sage Software	432
CHAPTER 16	AT HOME OR IN THE CLOUDS—AND IN OPEN SPACES BETWEEN	437
	On-Premise	438
	On-Demand	441
	The Players	448
	Superstah! NetSuite	448
	Choosing SaaS vs. On-Premise: Comparative Checklist	451

	Open Source: Not Quite Any of Them	451
	Superstah! SugarCRM	458
	Cloud Computing: Wispy or Real?	461
CHAPTER 17	BIG PICTURE, BIG STRATEGIES	473
	Introducing Strategy	474
	A Case Study	494
CHAPTER 18	MAPPING THE CUSTOMER EXPERIENCE	503
	The Benefits of Your Customer's Lovely Experience... .	505
	Why Customer Experience Mapping?	505
CHAPTER 19	PROCESS AND DATA GO TOGETHER	
	LIKE . . CRM OPERATIONS	519
	Not Just Your Transaction's Data Anymore	520
	It's the Process, Man	534
	Superstah! Process-Driven CRM: Sword Ciboodle.... .	542
CHAPTER 20	VALUE GIVEN, VALUE RECEIVED: ANALYZING	
	THE RETURN ON CRM	549
	Analytics: Figuring Out Whassup	549
	What Are Analytics?	550
	A Very Brief Primer on Analytics	552
	Analytics in Service of Insight = Loyalty, Advocacy	565
	Measuring the Social Customer's Value	572
	Superstah! SAS and Customer Experience Analytics... .	580
CHAPTER 21	WHEN YOU BUY THE APPLICATION, YOU BUY THE	
	VENDOR, THOUGH YOU DON'T IMPLEMENT HIM	587
	Despite Your Wishes, the Vendor Matters	588
	Moving Forward: The Implementation Begins	601
	Executing Perfectly: BigMachines Does IT Right	602
	Closing Up for the Night	610
CHAPTER 22	WAVING TO THE FUTURE	613
	Now It's My Turn to Be a Fortuneteller, Err, Forecaster	618
	In (Dim) Sum	627
APPENDIX	THE SOCIAL WEB AND THE PUBLIC SECTOR: FROM THE WORLD TO THE STATE	631
	Customer Relationship Management or Citizen Relationship Empowerment?	632

The Critical Importance of Web 2.0 for
the Public Sector. 633

The Core Problems Facing Public Safety Today. 636

Breaking Down the Barriers. 639

A Real World Case Study: Virtual Alabama 640

Change Is Coming. 646

Index. 649