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Social Customer Relations Management Conceptual Framework for implementation in Micro, Small and MediumEnterprises

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Abstract. The use of social media to maintain sustainability for Micro, Small, and Medium Enterprises (MSME) is not only used for sales transactions. By combining the concept of Customer Relationship Management (CRM), social media is one of the types of CRM systems, namely Social CRM. Social CRM implementation for MSME has become a necessity in this digital era, in addition to maintaining business sustainability, it can also survive during the Covid-19 pandemic crisis. CRM implementation is not cheap for MSME, but in leveraging basic computer skillsand leveraging social media, CRM can be implemented for MSME. The Social CRM concept presented in thisstudy can be implemented by MSME and as a basis for creating own CRM or as a specification requirement in buying a commercial CRM. Hence, with the Social CRM concept from this study, it is hoped that micro, small and medium entrepreneurs can develop their products and profits due to customer loyalty.

INTRODUCTION

Many micros, small and medium enterprises (MSMEs) lost customers when the government restricted activities in society when the Covid-19 pandemic occurred. For example in Jakarta, which is a barometer city in Indonesia, 95% of MSME entrepreneurs lost 75% of sales during the first quarter of 2020 after the pandemic began in March 2020{1}. Loss of sales is not because the customer left the product or service sold by MSMEs but the customers cannot make a purchase, and the MSME entrepreneurs cannot contact their customers. Before the pandemic, most MSMEs did business face-to-face or offline, and few of them did online via social media. No matter how MSME's do their business, of course, their sales conditions would not be this bad if they had a close and personal relationshipwith their customers. If only these entrepreneurs have data or records about their customers, the entrepreneurs may still contact them to ask about orders or maybe other needs that entrepreneurs can fulfill to maintain sales stability, the sales would not fall as drastically as they did. According to the phenomena mentioned above, this research provides a simple concept for MSME entrepreneurs to maintain and increase their sales or business through the concept of Customer Relationship Management (CRM) by utilizing social media

MICRO, SMALL, MEDIUM ENTERPRISES (MSME)

Micro, Small, and Medium Enterprises (MSMEs) are some of the toughest businesses in facing a crisis.
SMEs have become an important part of every economy, in most developed countries, and are recognized as predominant employers and wealth generators {2}. MSMEs are mostly engaged in industries that produce goods and services for daily needs and are needed by many people and carry out transactions in small and limited volumes. The MSMEs form is generally an individual company or firm, and only a few are in the form of a business entity or limited liability company. In general, a business can be categorized as MSME in terms of three factors, namely capital, sales turnover, and the number of workers. According to the law in force in Indonesia, MSME businesses have capital, excluding land and buildings, up to 1 billion rupiahs for Micro companies, 1-5 billion rupiahs for Small companies, and 5-10 billion rupiahs for Medium companies. For sales turnover, the law regulates arranged that sales turnover for micro-companies to a maximum of 2 billion rupiahs, 2-15 billion rupiahs for small companies, and 15-50 billion rupiahs for medium companies. As for the number of workers, Micro companies employ 10 people at most, Small companies 10-49 people, and Medium companies 50-150 people {3}. MSMEs are now different from two decades agowhen they

saved Indonesia from the 1998 crisis. At that time they did business face-to-face because the internet hadnot developed as it is today, and there were no restrictions on activities in society so that MSMEs became economic support during the crisis. The current crisis caused the Covid 19 pandemic, communication and internet connectionsare much better to supports MSMEs selling online. However, the conditions were not used optimally by most MSME before the onset of the pandemic which resulted in a drastic drop in sales. This may not happen if MSME makes optimal use of the conditions of internet connection and communication and implement Customer Relationship Management (CRM) in their business. CRM can improve efficiency, customer satisfaction, customer loyalty, reduce costs and increase brand.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

The business environment changes from time to time, and today businesses must focus on customer needs {4}. Customer relationship management (CRM) is a concept of how an intimate relationship between entrepreneurs and customers {5} through personal relationships. CRM is an interactive process that aims to optimize the company's investment with the satisfaction of customer needs which in the end can maximize the benefits of both parties {5} by harmonizing customer strategy and business processes to increase customer loyalty {7} which is a condition of long-term relationships with customers {6}. Customer involvement is a mechanism to integrate internal and external information for the innovation process {8}, better product development {9} because CRM can integrate quantitative and qualitative information {10}, and can understand the customer and market needs. Successful product development and innovation require an effective combination of customer information and customer involvement in the process {11}. Thus CRM can solve the marketing mix problem to achieve company goals because CRM works with customer databases, management, and with all activities in it.

In CRM implementation, several types of CRM can be done by companies, including MSME. The types of CRM are 1) On-demand CRM system: hosted by an external vendor in the vendor's data center, 2) Mobile CSRM System:an interactive system where organizations can communicate related to sales, marketing, and customer service activities, 3) Open -source CRM System: a system that obtains source code for developers and users to manage it, and 4) Social CRM: uses social media technology and services to make companies engage their customers in collaborative communication for mutual benefits and a transparent and reliable {5}. For MSME, all types of CRM can be done depending on the financial condition and ability to manage customer databases into information for business development. Meanwhile, many MSME customers use social media in transactions and communications, so that Social CRM will be more effectively used by MSME.

Conceptually, CRM is like any system in general, namely input, process, and output. Inputs in CRM are 1) Customer-Facing Application (CFA) is an application that organizes sales, services, and customer interaction centers directly, where this application includes customer service and support, salesforce information, marketing, and campaign management, 2) Customer -Touching Application (CTA), namely by using the internet and the web to manage customer relationships, which includes Search and Comparison Capabilities, Technical & Other Information and Service, Customized Products and Service, Personal Web Pages, FAQs, Email & Automated Responses, Loyalty Programs {5}. The CRM operation can be illustrated as follows:
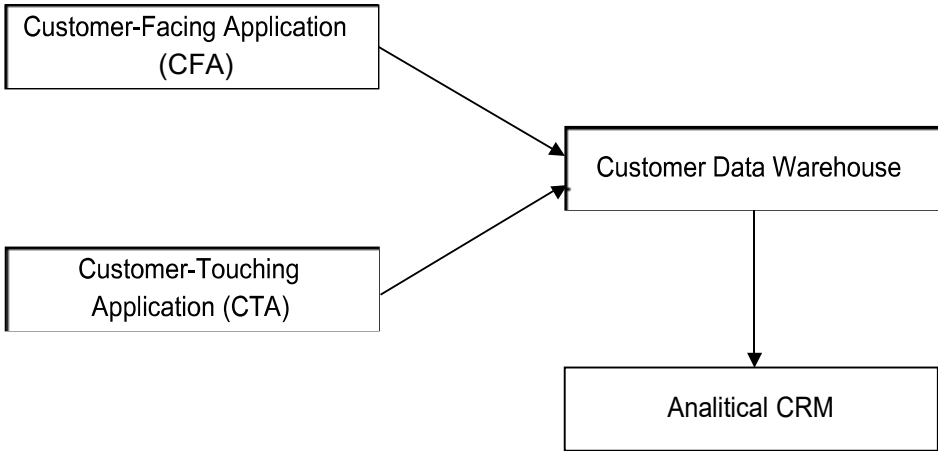
FIGURE 1. Operational Customer Relationship (CRM)

This research will discuss the concept of Social CRM for MSME. Social CRM is an integration of activities that involve customers in processes, systems, and technology merged with social media applications to collaborate with customers {12}. Social CRM systems are widely available, but the available systems do not necessarily match the needs of MSME and other limitations such as financial resources, but on the other hand, MSME requires quality information and social media as a form of good communication {13} to provide real-time interactions. time {12}, as

well as providing accurate, up-to-date information {14}. Social media integration with CRM should increase the effectiveness of customer engagement.

Customer activeness on social media related to CRM is a combination that greatly enhances SME customer engagement. The success of utilizing Social CRM is highly dependent on the ability to effectively empower inputs that are transformed into outputs that have added value. The added value will give you a competitive advantage in a fast-changing environment. Thus, customer information from social media should routinely be identified, recognized, and linked as a valuable source of information {14}.

SOCIAL MEDIA

The term social media refers to the use of web-based and mobile technologies as communication in an interactive dialogue. Social media is a group of internet-based applications that are built on the technological and ideological foundations of web 2.0, and allow users to create and modify content {15}, {16}. Web 2.0 is a set of economic, social, and technological trends that collectively form the basis for the generation of the Internet, such as - media that characterizes user participation, openness, and network impact {17}. There are six types of social media, namely 1) collaborative projects, e.g. Wikipedia, 2) blogs and microblogs e.g. Twitter, 3) content communities e.g. Youtube, 4) social networking sites, e.g. Facebook, 5) virtual game worlds, e.g. World of Warcraft, and 6) virtual social worlds, e.g. Second Life {16}. The forms and types of social media continue to develop, even the types of social media that were initially used as social activities or as a network for certain groups, are now being developed into a means of doing business, such as Facebook, WhatsApp, and others. With these developments, social media networks make the media in business and communication between entrepreneurs and their customers even within the broader business environment {18}.

The exclusivity and popularity of social media have revolutionized innovative practices by engaging with customers {19}. Meanwhile, social media-based customer engagement can provide benefits for MSME. Social CRM refers to integrating activities faced by customers with MSME business products or services. MSME can utilize customer knowledge and information for product development or innovation {8}. The use of social CRM allows companies to engage consumers in a timely and direct manner with a relatively higher level of efficiency than using traditional communication tools {20}. In addition, customer engagement using social media should inform an understanding of customer needs, detect dissatisfaction with a product or service, and get feedback on possible earlier market reactions, so that the company gets more creative product/service ideas that customers value more{16}.

SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT

When viewed from the words Social Customer Relationship - Social CRM consists of terms, namely Social, which comes from social media, and CRM. Social CRM is a combination of two main concepts, namely social networking (also called social media) which refers to internet-based technology used for social interaction, and CRM technology {2}. Social media as previously described, an interactive communication based on web and mobile technology. Called communication because there are parties who receive and send. Meanwhile, CRM is a concept that increases the personal relationship between the seller and the customer. The concept of a well-developed marketing theory seeks to build and improve relationships with customers to create customer value {21}. Of course in enhancing these relationships the need for communication. Social CRM is a type of CRM that is currently developing among several types of CRM along with the development of ways and varieties of social media applications, including social media users to conduct business transactions or purchase goods and services from social media users. With the development of social media, making Social CRM as a customer approach as the center of service, product support, creating brand perceptions, can even form a community or public ecosystem. Communication with customers through Social CRM is expected to support the company clearly to recognize what its customers need so that it can provide the best products and services {22}, to build meaningful interaction relationships. Thus, Social CRM can be said as a way to maintain and increase the intimacy of sales relationships with customers {22} because companies can recognize their customers through question media data

that are entered into the CRM system.

Social CRM can be said to be a new method that assimilates old-fashioned actions with customers with today's highly developed social media applications to engage customers in two-way interactions to provide mutually beneficial value {23}. Social CRM as a business philosophy and strategy is supported by a technology platform, business rules, processes, and social characteristics, which are designed to engage customers in collaborative communications that can provide value and benefits for both parties in a trusted and transparent business {21}. Social

CRM is a process tool that encourages more effective customer interactions by leveraging collective intelligence and communication with customers. Social CRM benefits can be identified for companies such as creating trust, gaining customer insight, building customer loyalty, achieving customer retention, connecting customers in developing new products or services, increasing customer lifespan, and company status, and lowering service costs {22}, even enabling expanding overseas reach {24}, in addition to improving customer relations.

SOCIAL CRM AND MICRO, SMALL, AND MEDIUM ENTERPRISES

Social CRM implementation is not done by large companies, but can also be done by Small and Medium companies {25}. Even micro-companies, of course, are supported by the ability of information technology to process them even though they have limited resources. The use of social media, which is relatively inexpensive, and many of which are free for users or customers, are the most supportive media for collecting customer data into the CRM database, in addition to being used for recording and operating, or capturing sales transactions. The use of information technology in CRM for MSMEs has not been used optimally, in general, MSMEs that use technology for business operations without utilizing it for business strategy purposes such as using interaction facilities with customers, grouping customers, or market segments through websites, and improving image {26}. The use of social media for MSMEs as a marketing tool, capturing orders, whose benefits are tactical and short-term, which only focuses on increasing added value and realizing increased investment {25}.

Actually, the benefits of social CRM for MSMEs can expand the reach of customers both locally and internationally, predict market trends and see customer behavior, create sources of knowledge from collaboration and communication networks, and ultimately increase investment {2}. It cannot be denied that MSMEs face problems in processing social CRM. The main thing they lack is their lack of knowledge and skills in using technology and processing data. This weakness allows them to work routinely and leave the collected CRM data not used to generate input for making business strategy decisions. Although, not all of these conditions occur in MSMEs, depending on the industry segment, financial capacity, and human resources.

As long as the data from SCRM is unstructured and plentiful {27}, integrating the data into structured databases is a very significant challenge for MSMs. Customer database integration becomes a foundation component in SCRM because it requires time and money, plus the possibility of rejection from employees who implement it. Indeed, given the difficulty of resources that allows MSMEs continue to choose to maintain the traditional way of developing relationships with customers.

CONCEPTUAL MODEL OF SOCIAL CRM CONCEPT FOR MSME

In general, in designing Social CRM you should use the concept of system acceptance for users that Fred Davis offers in the Technology Acceptance Model (TAM). The TAM concept is used in system applications related to human behavior. A system will be successful if it can improve the performance of users [X2], which is affected by their behavior {28}. Therefore, the system must be designed and developed into a system that is "Perceived Ease to Use" and has a "Perceived Usefulness". the system is easy to use and has benefits that will make system users feel comfortable and will use it. Ease of use and usefulness makes the system often used by many people and customers. Whereas in the social CRM design technique, it is better to use the Technological, Organizational, and Environmental (TOE) approach offered by Tornatzky and Fleischer, even though Social CRM is implemented for MSME. The TOE framework approach is a simple and easy to do analytical approach {29} so that it can be applied to MSMEs. Every MSME is established with a certain purpose or vision/mission. In addition, generally, MSMEs are founded as a manifestation of innovative thinking from existing products or services. Based on this vision/mission, companies must create a business model, which is a model that is formed from the consideration of various fields used in running a business such as marketing, product, and other aspects (X1), and aspects may cover the requirements of a CRM, such as process, from planning to performance measurement {30} which is embodied in strategic, operational, and analytical

ways, which causes the CRM process to be cross-functional within the company. This is what underlies the use of the TOE approach to Social CRM for MSME.

The TOE approach consists of three aspects, technical, organizational, and environmental. Technological aspects should adopt technology that is relevant to the company's strategy and is available in the market. Social CRM combines CRM database technology with information involving individual customers who are expressed by theirsocial media activities through mobile gadgets, such as smartphones, tablets, laptops, and internet connectivity itself

which allows discussions and partnerships between companies and their customers. Organizational aspects, management support is very important in retaining skilled employees, developing work culture, developing social CRM policies and guidelines, changing measurement and evaluation tools as well as IT development especially in the correct data structure {31} and {32}, lack of support this hinders the adoption of innovation {33} while the lack of technological knowledge on decision making and analysis. The environmental context relating to the ecosystem in which an organization operates, including industry, suppliers, and regulatory systems influences CRM adoption {34},
{35}, where for MSME the type of industry external pressure {34}, supports government {36}, {34} identified as important in CRM adoption today.

Assuming the company's goals have been set based on the vision/mission in the company's medium-term and long-term strategy, and have completed and analyzed the three aspects of the TOE model. This research offers a Social CRM concept that can be implemented for MSME with a simple program. By utilizing social media that are connected with customers and companies as input data, and by using spreadsheets to process the data that has been collected in the database. So that, it is expected to produce information to use CRM. The concept for implementing Social CRM for MSMS can be described as shown below:
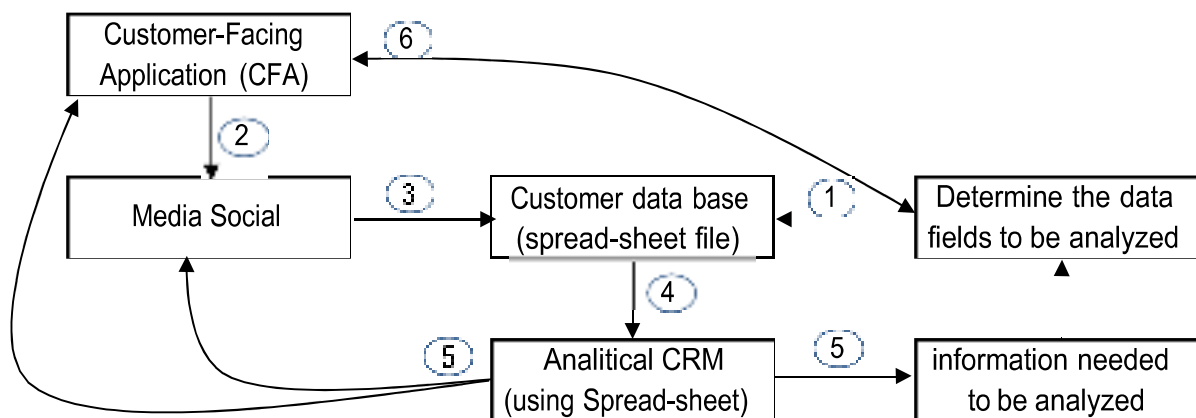

FIGURE 2. Conceptual Implementation Social Crm For MSME
Source: Processed by Author

The conceptual Social CRM offered in this study can be explained as follows:

1. The first stage is to determine the structure of files and databases regarding current and potential customer information according to the company strategy that has been set, such as customer personal information, customer segments, segmentation per product, and types of sales or other potential problems {37}, also including customer responses and emotions when receiving goods or services purchased, and others. Files or databases that are created based on the information you want to obtain and analyze. Data is certainly a value that will create benefits for companies and customers {38}

2. The file and database structure will be applied to the Customer and Customer-Facing Application (SFA) master file so that when customers use social media to place orders or communicate with companies, they will fill in the fields that correspond to the fields in the file or database.

3. Customer data from social media will be captured in social media applications and converted into customer master database files for processing and analysis. The incoming data must be updated immediately at any time. The captured data can be unstructured or structured. Unstructured data is data in a form and format that is not as expected or specified. Unstructured data will be reformatted into a predetermined format, structured data, then saved, so that the

saved data is in the form of data or files that are ready to be analyzed.

4. From the collected data, it is processed to be analyzed as needed, such as complaints from customers that must be responded to as soon as possible, responses to products and services, information to customers including product information, and others following the information or analysis specified earlier.

5. The response can be done through the social media system used or directly by telephone. All company responses and feedback from customers will be recaptured through social media or the system for updating the database.

6. The data structure will be improved based on the analytical needs that current and future companies need and want to achieve.

CONCLUSION

Business sustainability for MSMEs is not only able to produce products/services or sell goods with good quality and competitive prices, but personal relationships between entrepreneurs and customers play an important role. CRM is a system with a system concept to maintain personal relationships between entrepreneurs and customers that encourage customer loyalty, product development based on market and customer needs and desires, which in turn will increase company profits and be sustainable. Social CRM implementation is a type of CRM that is relatively easy to implement, including for MSME. This is because most MSMEs have used social media as of marketing and selling tool, especially in the state of the Covid-19 pandemic. By collecting data about current customers, potential customers, and customer expectations of products, it is hoped that MSMEs can continue to run and develop their business.

For MSMEs which want to implement CRM, especially Social CRM, this concept can be used for an early stage. The most important thing is the ability to process data with spreadsheets: convert data from social media data into spreadsheet file formats, then perform analysis and maintain customer loyalty. If this simple Social CRM has been running well and useful, this Social CRM can be developed into an information system, and can even be integrated with social media systems and other information systems such as accounting information systems, of course dependingon the company's financial condition.

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