

## Advancing Customer Service Management Platform: Case Study of Social Media Applications

**Authors :** Iseoluwa Bukunmi Kolawole, Omowunmi Precious Isreal

**Abstract :** Social media has completely revolutionized the ways communication used to take place even a decade ago. It makes use of computer mediated technologies which helps in the creation of information and sharing. Social media may be defined as the production, consumption and exchange of information across platforms for social interaction. The social media has become a forum in which customer's look for information about companies to do business with and request answers to questions about their products and services. Customer service may be termed as a process of ensuring customer's satisfaction by meeting and exceeding their wants. In delivering excellent customer service, knowing customer's expectations and where they are reaching out is important in meeting and exceeding customer's want. Facebook is one of the most used social media platforms among others which also include Twitter, Instagram, Whatsapp and LinkedIn. This indicates customers are spending more time on social media platforms, therefore calls for improvement in customer service delivery over the social media pages. Millions of people channel their issues, complaints, complements and inquiries through social media. This study have being able to identify what social media customers want, their expectations and how they want to be responded to by brands and companies. However, the applied research methodology used in this paper was a mixed methods approach. The authors of d paper used qualitative method such as gathering critical views of experts on social media and customer relationship management to analyse the impacts of social media on customer's satisfaction through interviews. The authors also used quantitative such as online survey methods to address issues at different stages and to have insight about different aspects of the platforms i.e. customer's and company's perception about the effects of social media. Thereby exploring and gaining better understanding of how brands make use of social media as a customer relationship management tool. And an exploratory research approach strategy was applied analysing how companies need to create good customer support using social media in order to improve good customer service delivery, customer retention and referrals. Therefore many companies have preferred social media platform application as a medium of handling customer's queries and ensuring their satisfaction, this is because social media tools are considered more transparent and effective in its operations when dealing with customer relationship management.

**Keywords :** brands, customer service, information, social media

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