Federal University of Western Pará

Customer relationship management in social media: concepts, technologies and practices
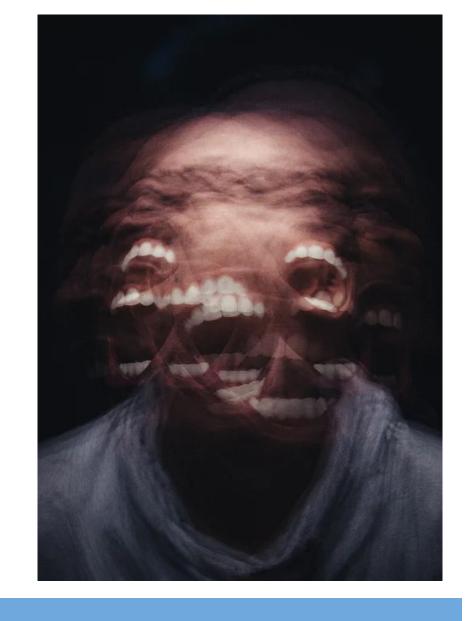
Fábio Lobato (and partners of Social CRM Research Center)

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SOCIAL CRM RESEARCH CENTER

Summary

- Social CRM in Practice

- Case Study 1: complaints

- Case Study 2: tourism

- Case Study 3: gas station (discussion)

- Final remarks

Case 1: Complains

Complaint platforms - problem and data understanding

Ministério da Justiça e Segurança Pública

> Canais de Atendimento > Ouvidoria

A Ouvidoria-Ge
Ouvidorias do
Ministério.
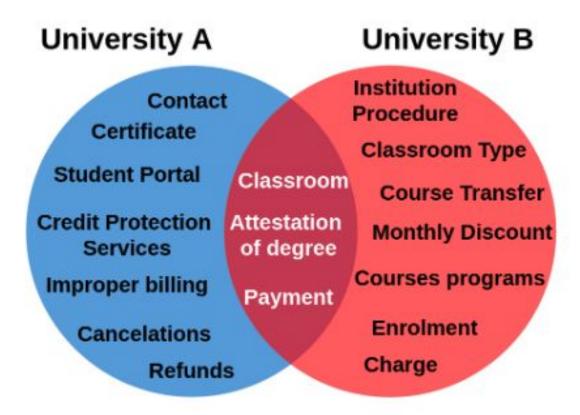
É responsável
solicitações de
desburocratiza
apresentadas p
Públicos e os li

ReclameAQUI

Pesquise sobre as reputações das marcas ou faça uma reclamação!

Busque por uma empresa, produto ou serviço

consumidor.gov.br
É seu. É fácil. Participe.

Higher Education

	University A	University B
Total of Students	302,841	393,578
Customer Service Channels	- Website - Phone - WhatApp - Social Networks: —— Twitter with 8,804 followers —— Instagram with 62,300 followers —— Facebook with 617,702 followers - Reclame Aqui - Consumidor.gov	- Website - Phone - WhatApp - Social Networks: —— Instagram with 283,000 followers —— Facebook with 1,534,463 followers - Reclame Aqui - Consumidor.gov
Complaints on Consumidor.gov [3]	- Total of Complaints: 2,743 - Solution Rate: 63.7%	- Total of Complaints: 3,965 - Solution Rate: 57.2%
Complaints on ReclameAqui [4]	- Total of Complaints: 37,764 - Solution Rate: 58.6%	- Total of Complaints: 52229 - Solution Rate: 52%

Higher Education

Telecommunication

(a) Tim

(b) Vivo

Sousa, G. N. D., Guimarães, I. D. S., Viana, J. A. N., Reinhold, O., Jacob Junior, A. F. L., & Lobato, F. M. F. (2020). Analysis of the Brazilian telecommunications sector: A view on Complaints. *RISTI-Revista Ibérica de Sistemas e Tecnologias de Informação*, (37), 31-48. (Portuguese)

Telecommunication

(c) Oi

(d) Claro

Sousa, G. N. D., Guimarães, I. D. S., Viana, J. A. N., Reinhold, O., Jacob Junior, A. F. L., & Lobato, F. M. F. (2020). Analysis of the Brazilian telecommunications sector: A view on Complaints. *RISTI-Revista Ibérica de Sistemas e Tecnologias de Informação*, (37), 31-48. (Portuguese)
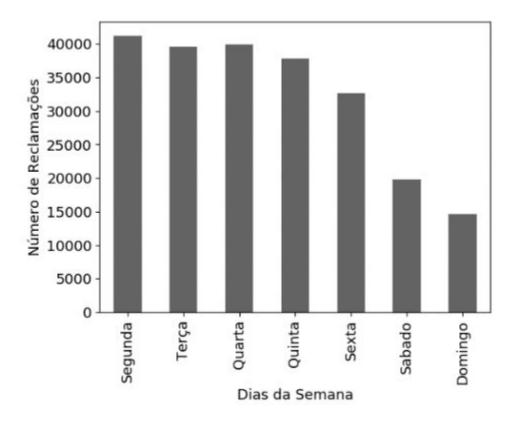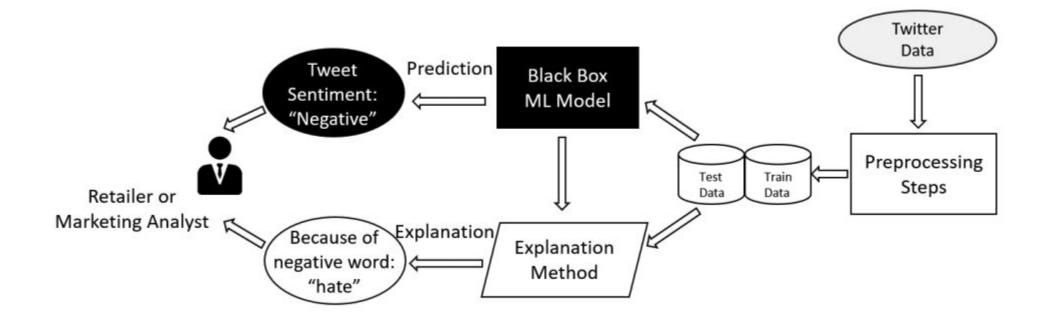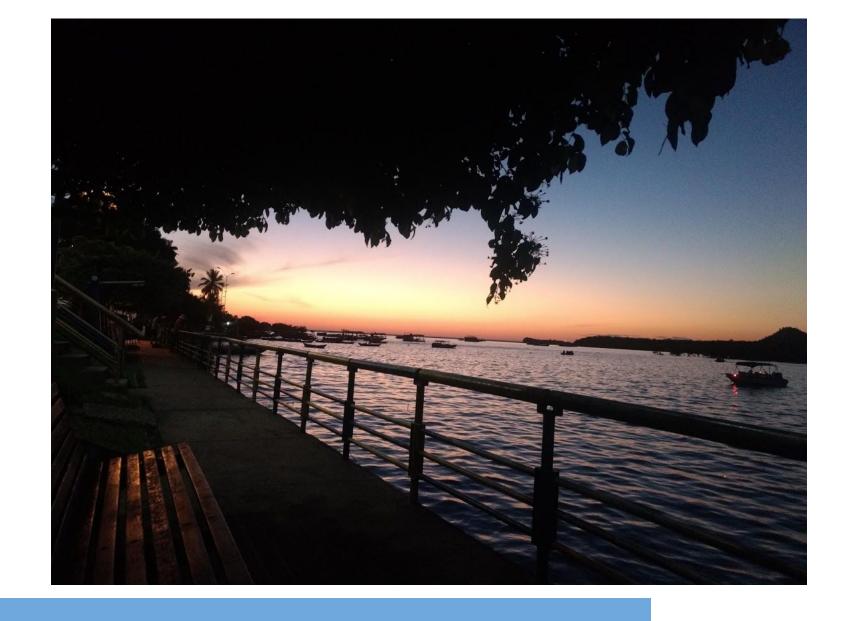
Telecommunication

Sousa, G. N. D., Guimarães, I. D. S., Viana, J. A. N., Reinhold, O., Jacob Junior, A. F. L., & Lobato, F. M. F. (2020). Analysis of the Brazilian telecommunications sector: A view on Complaints. *RISTI-Revista Ibérica de Sistemas e Tecnologias de Informação*, (37), 31-48. (Portuguese)

Further steps

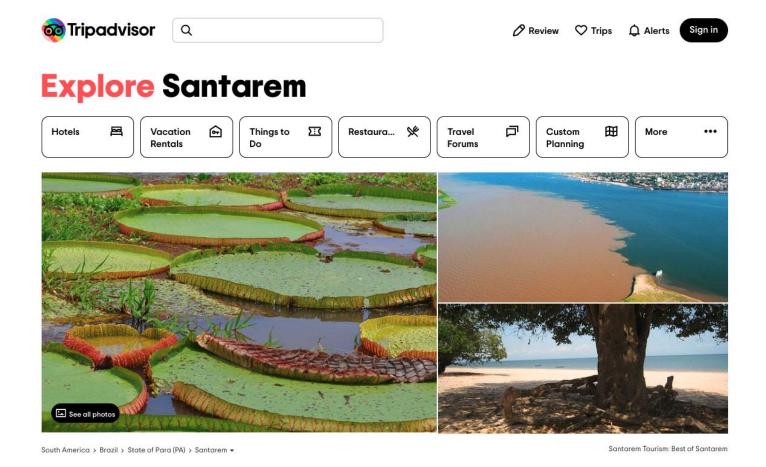- What aspects are influencing the solution rate?

Cirqueira, D., Almeida, F., Cakir, G., Jacob, A., Lobato, F., Bezbradica, M., & Helfert, M. (2020). Explainable sentiment analysis application for social media crisis management in retail.

Case 2: Tourism

Tourism

Fernandes, L. C., Silva, J., Jacob, A., & Lobato, F. (2020, September). An extensive analysis of online restaurant reviews: a case study of the Amazonian Culinary Tourism. In *2020 15th Conference on Computer Science and Information Systems (FedCSIS)* (pp. 81-84). IEEE.

Tourism

TABLE III: Most prevalent topics.

Mode	Topics	Coherence average
All dataset	Menu, Space/Infrastructure, Customer service, Location, Appetizers	4.38
Female reviews	Environment, Menu, Location, Infrastructure, Customer Service	4.12
Male reviews	Location, Menu, Pricing, Options/Varieties, Customer Service	4.38

TABLE II: Rules extracted *per* polarity.

Class	Rules	Coverage
Positive	Absence of: eat, delay, fried, hunger, leave, high, rotten, waiting, stairs	82,66%
Negative	Occurrence of: good, food, variety. beach, road, liked,	16,52%

Fernandes, L. C., Silva, J., Jacob, A., & Lobato, F. (2020, September). An extensive analysis of online restaurant reviews: a case study of the Amazonian Culinary Tourism. In *2020 15th Conference on Computer Science and Information Systems (FedCSIS)* (pp. 81-84). IEEE.

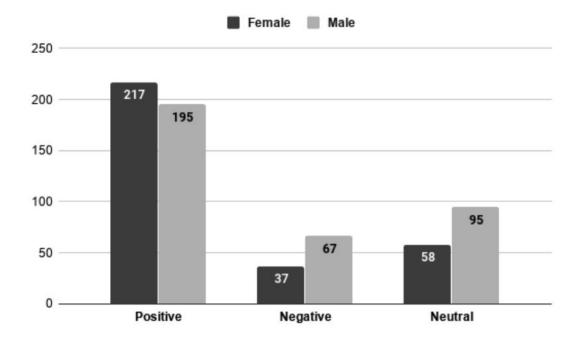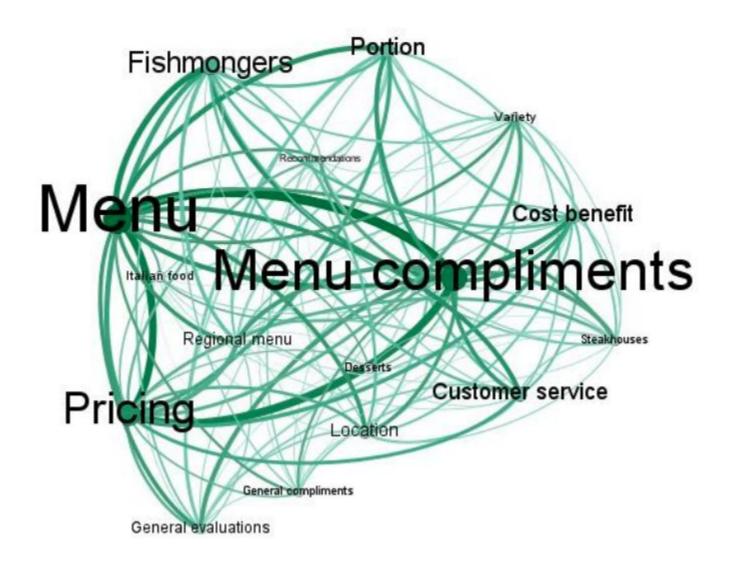Fernandes, L. C., Silva, J., Jacob, A., & Lobato, F. (2020, September). An extensive analysis of online restaurant reviews: a case study of the Amazonian Culinary Tourism. In *2020 15th Conference on Computer Science and Information Systems (FedCSIS)* (pp. 81-84). IEEE.
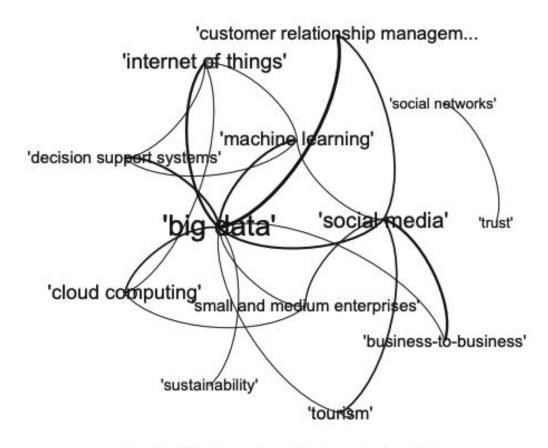
Further steps

Fig. 3. Filtering nodes with degree below 70.

Lobato, F. M. F., Silva Junior, J. L. F., Jacob, A., & Lisboa Cardoso, D. (2020). *Social CRM: A Literature Review Based on Keywords Network Analysis* (W. Abramowicz & G. Klein (eds.); pp. 237–249). Springer International Publishing.

Summing up

Summing up

- Implementation of Social CRM Strategies requires the involvement of the

  entire organization

- It is important to consider application domain specifics

- It is crucial to document each step in and to establish Standard

  Operating Procedure (SOP)

- Use social media tools (Whatsapp business and Professional IG)

I hope you enjoyed the course

- Please, answer this survey to evaluate our teaching-learning process

    - https://forms.gle/ELXe3heRdutYapoV8

Escola Avançada USP

Big Data Analysis

CNPq

DAAD

FAPEMA

Thank you!

Follow me on social media! ;)

https://linktr.ee/lobatofabiof

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