

SOCIAL MEDIA AND CUSTOMER EXPERIENCE

ABSTRACT

More and more people are turning to social media sites like Facebook and Twitter for recommendations on where to buy things or how to use self-service technology like online travel booking and check-in. When firms to impress firm's customers, social media is where it's at. The goal of this article is to analyze how social media affects customer satisfaction and how businesses can use it to better serve their clients. It was noted from literature that most businesses today rely on social media to help with branding and improving the consumer experience. Social media has opened up new channels for disseminating brand-related material and engaging in two-way conversations with target audiences. Customer reviews posted on a business's page carry a lot of weight. In order to retain customers and improve their positive customer experience, businesses can implement tools and strategies such as asking for feedback, being proactive with customers, offering the best deals for the best customers, and remaining competitive and interactive.

Keyword: Social Media, Marketing, customer, experience, technology

I. INTRODUCTION

The business climate in the modern global economy is cutthroat. Companies' prospects for success and expansion are hampered by difficulties such as finding and retaining talented employees, managing risks associated with outsourcing, and effectively marketing goods and services in a competitive global market. By facilitating two-way contact between businesses and their customers, social media can be used for a wide variety of purposes, from raising brand awareness and promoting products to gathering feedback on those products after they have been purchased. The success of this strategy is contingent not only on the channels used and the timing of posts, but also on the development of appropriate content according to the hedonic or functional nature of the product being promoted. Hedonic products, eaten for pleasure and luxury, generate greater customer engagement on social media than their more utilitarian counterparts. Furthermore, user-generated material is more valuable than firm-generated content, particularly for hedonic products, as customers rely more on reviews written by other customers. That's why it's crucial to strike the right balance between content, product, and medium. Furthermore, the authors elaborated on the connection between the three phases of the purchasing process (pre-purchase, during-purchase, post-purchase) and the four touching points

(brand-owned, partner-owned, customer-owned, social/independent, based on (Verhoef & Lemon 2016)).

Galati et al. (2017) hypothesized that distinguishing clients from online community members makes it hard to determine the efficacy of social media in terms of ROI and return on sales. According to studies by Hudson et al. (2015) and Galati et al., businesses are starting to include social media into their communication strategy because of its growing popularity. However, researchers have not looked at the effects of extensive social media involvement on mindsets and actions (Hudson et al., 2015). Social media may still be able to drive social media purchases with the correct marketing activity material, despite the marketplace platform's sophisticated capabilities. In order to maximize the effectiveness of a social media marketing campaign, businesses must have a firm grasp of the significance of the content or message's form that they intend to deliver and how it will affect the experience of their target audience.

When firm's want to impress firm's customers, social media is where it's at. The goal of this article is to analyze how social media affects customer satisfaction and how businesses can use it to better serve their clients. Examining how social media might affect the customer service firms provide is laid out clearly in this essay. The study's findings can help businesses better understand and implement social media strategies that add value for their customers. This research adds to the literature on social media experiences by clarifying the relationship between the experience of sponsored content and customer engagement. Marketing on SNS can benefit from the integration of social media and customer experience (CX). Customers' reactions to an organization's SNS marketing efforts and the quality of their perceived experiences both factor into their decision-making processes before they make a purchase, hence the two concepts go hand in hand. These two elements, when combined, can strengthen the bond between the company and its customers, which in turn helps the business move closer to its marketing goals.

II. LITERATURE

1. **Social Media:** The ubiquitous nature of social media has led many to believe they cannot function properly without it. Platforms and web apps that facilitate connecting with others, media collaboration, and publishing are all examples of what are known as "social media" (He et al., 2016). According to the research of Malik, Asif, and Wali (2016), "social media" refers to "any Internet-based application built on the ideological and technological

foundations of Web 2.0 that people use to create and exchange user-generated content." Social networking sites, such as Facebook, Twitter, and Instagram, fall within this category as well (Eger et al., 2020). The philosophy behind social media marketing strategies centers on the allure that adverts on social media platforms have on target audiences. Marketers should make products and services easy to find by appealing to consumers' established preferences and routines (Richardson et al., 2016). Online tools can help small business owners learn how to effectively use social media marketing, including the purchase and publishing of social media advertisements. Posting short-term incentives for consumers is no longer the primary goal of social media marketing. An internet marketing campaign's primary goal was to get people to visit a company's website, but savvy social media marketers quickly realized the importance of maintaining that traffic after it arrived (Fisher, 2015). Leaders in every industry can broaden the reach of their marketing initiatives by utilizing social media (Kim & Drumwright, 2016). In agreement with Kim and Drumwright (2016), I'll say that the use of social media marketing tools can have a significant impact on a company's ability to innovate, which in turn can lead to a greater number of customers, higher levels of customer engagement, more effective advertising, and reduced time spent on customer service. There's more to social media than merely a fresh way to promote products or services. Social media is used by small business owners for both paid advertising and to create buzz using free platforms (Mills & McCarthy, 2014). Charoensukmongkol and Sasatanun (2017) offered a reply to Mills and McCarthy (2014) by arguing that in order for small business owners to get the most of social media, they need to engage in a deliberate and thorough approach.

2. **Customer Experience (CX):** Customer experience is defined by Verhoef and Lemon (2016) as the "emotional, sensorial, mental, behavioral, and social reactions of customers to a company's offerings across the entire purchase journey." Companies' levels of customer experience knowledge vary widely despite its significance (Schwager & Meyer, 2007). Some businesses may not even see a reason to be concerned. Alternatively, some organizations collect data, analyze it, and then store it, while others do the opposite but share and disseminate the data without designating a single point of contact for optimizing its usage in social media to improve the customer service experience (Crab, 2019). client experience (CX) is the sum of all the feelings a client has from the time they first learn about a business until long after they have made a purchase. Every piece of content a customer consumes, every encounter with a service representative, and every

use of a product all contribute to the customer's overall experience (Pütter, 2017). Another important point to make is that customer service and customer experience are not the same thing. Customer service, which includes front-line staff like customer success teams, sales agents, and tech support, is only a small part of the whole experience (Rojas, Quiones, & Rusu, 2021). On the other hand, customer experience (CX) evaluates how customers feel about a company as a whole after factoring in all of their interactions with it. Brand perceptions are formed through a variety of channels, such as personal experience, advertising, word-of-mouth, and more. Customer experience (CX) encompasses more than just excellent service. Staff members who interact with customers face-to-face or through social media on behalf of the brand, as well as the business's strategists, managers, and product owners, all have a part in creating a positive customer experience.

III. SOCIAL MEDIA AND CUSTOMER EXPERIENCE

Social media has become an increasingly potent instrument for customer service, yet traditional methods are still vital. Good relationships with clients and a dedicated following are the rewards for brands that thrive at social media customer service (Startek, 2022). Companies' interactions with their ideal clients have evolved as social media's prominence has grown. Marketing and the improvement of the customer experience are highly competitive fields, and social media have become an integral element of both (Pütter, 2017). As a result, businesses devote significantly more time and energy into exploring how they might use social media to boost customer satisfaction, strengthen brand recognition, and better understand consumers' purchasing motivations. In addition, businesses work on methods to maximize the benefits of social media for monitoring developments among their customers. The term "customer experience" refers to the totality of a company's interactions with a customer, both before and after a transaction. Social media has an effect on every client, so in order to improve their CX, businesses need to pay close attention to their social media strategy (Waqas et al., 2021). At its core, marketing is about getting the word out about a company's wares and piquing consumers' interest in them (Kim & Ko, 2012). Customers' happiness, word-of-mouth, and planned actions are all consequences of marketing efforts, whereas the effect from SMM activities can be seen as income from marketing efforts. Customers are not limited to just communicating with service providers, but can also regularly share feedback with peers. In other words, satisfied customers, word-of-mouth recommendations, and a company's willingness to go the extra mile all point to a strong relationship with the consumer.

Customers can find out more about a company's brand, voice their thoughts, provide feedback, and voice issues on social media, and the onus is on the company to pay attention. Social media interaction with clients allows businesses to learn more about their desires and needs, which in turn allows them to provide a higher quality service (Startek, 2022). Using social media to attract customers is becoming increasingly competitive among businesses (Yurdagul, 2019). The content of a company's product or service must be presented or delivered in such a way that it is easy for customers to understand and use. It's important to recognize the role that social media has played in streamlining and simplifying the process of connecting a company with its customers. For instance, businesses can keep tabs on customer reviews of their products and services to learn how to improve them, and happy consumers can help spread the word about the company's offerings (Zilber, Monken, & Quevedo-Silva, 2019). In addition, social media has altered the method in which brand information is disseminated and used to improve the customer service experience. Most businesses today rely on social media to help with branding and improving the consumer experience. Facebook has opened up new channels for disseminating brand-related material and engaging in two-way conversations with target audiences. Customer reviews posted on a business's page carry a lot of weight. Companies put in extra effort to attract customers who have a positive reaction to their products and services because happy customers are more likely to tell their friends and family about them (Jacobson, Gruz, & Hernández-García, 2020).

IV. IMPLICATIONS

The focus of this paper is on how businesses may use social media to better serve their consumers and the effect that these platforms have on customer satisfaction. For a long time now, marketers have been able to use social media to connect with their consumers through the power of narrative. It strengthens the bonds between people in virtual communities and fosters a shared sense of identity. Leading organizations are expanding the reach of social media by connecting it with another potent marketing tool: user-generated content, in an effort to grow more client focused and place the community at the center of their digital marketing.

It's also worth noting that with social media, the consumer becomes more influential than the brand. When brands meet (or fall short of) customer expectations, word spreads quickly. Therefore, it is crucial that those in charge of social media maintain a careful eye on both social initiatives and offline activities that could eventually make their way online. Managing social media

channels effectively and staffing them with knowledgeable individuals can help businesses enhance their customers' experiences while mitigating any potential negative consequences. As a result of its importance in achieving the business's objectives, customer satisfaction should be a top priority. How consumers engage with businesses has been profoundly altered by the advent of social media. In the past, customers who wanted to engage with a brand, share their thoughts, or bring attention to issues with a product had to pick up the phone or travel to a physical location of the business. Customers can now easily provide feedback on their experiences with the company. Their impact extends much beyond the confines of the company they work for. Last but not least, firms should prioritize customer satisfaction as a strategic objective and invest in improving the customer service department accordingly. Other studies can investigate how the rise of social media has altered the marketing approaches of businesses and the roles played by those employed in these departments.

V. CONCLUSIONS

The focus of this paper is on how businesses may use social media to better serve their consumers and the effect that these platforms have on customer satisfaction. The number of people actively using social media is growing at an exponential rate, and its pervasive influence can be seen in every facet of modern life. Social media has a profound impact on customer experience, one of the cornerstones of marketing. The relationship between businesses and their customers, as well as the likelihood of a customer making a purchase, are profoundly affected by their customers' experiences. As the number of people using social media continues to rise, these sites have become an indispensable resource for better serving customers. Social media is now widely used by businesses to improve their consumers' experiences.

Negative remarks or experiences shared by other customers can have a significant impact on a company's ability to retain that customer's business. Furthermore, competition among businesses use social media to better the consumer experience has expanded significantly. Social media allows businesses to learn more about their customers' wants and preferences, but the most crucial aspect is how these businesses use these channels to improve their customers' experiences and keep them as positive as possible. In order to retain customers and improve their positive customer experience, businesses can implement tools and strategies such as asking for feedback, being proactive with customers, offering the best deals for the best customers, and remaining competitive and interactive.

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