

New tools to monitor social networks in business sector

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Abstract: *The main purpose of the paper is to illustrate the importance of new software tools that can help your business to monitor all social networks and combat all negative messages about your products or services. We really need this kind of software to see where all viral messages are in every social network of your products or services and take all measures necessary to diminish negative feelings. In the past we had seen some companies that have ignored negative viral messages and in the end that ended in negative profit figures.*

Key words: monitor social networks, negative viral messages, social networks software tools

Today is obvious that business means to be able to deliver what a client needs any time anywhere and to see where is your customers feeling in every social networks may exists.

Today, if you own a business, is a must to monitor social networks about

negative viral messages may appear about your products or services. All international companies have a specialized department about social networks and insights information of customers likes or dislikes.

Companies have always focused on customer satisfaction and improve efficiency

within the organization. They were oriented toward identifying and understanding customer needs, in order to avoid the risk of launching campaigns of products with negative perceptions. In addition, an important contribution is to use of customer relationship management new software tool within existing systems, able to contribute to the effective management of relationships with customers and thus to achieve marketing objectives.

If entrepreneurs would use software to monitor social media, then they really can improve both services and company image and if they consider not to ignore comments and viral messages of social media environment than their profit would be in positive limits.

Monitoring software "Oracle Social Engagement and Monitoring Cloud Service" is part of "Oracle Social Relationship Management" and allowed the transition to a new kind of customer relationship: hearing their needs and wishes, identify key influences and ongoing monitoring of key competitors [1].

The benefits of the software mentioned: capture relevant information from the web or social media channels , search threads interesting , relevant, trend curves and influencers , response gave an effective channel for both business and consumers , engaging in social conversations across the globe , improving

productivity, response time and the ROI and not least providing a complete experience with the brand [1].

Only if they receive relevant information in real time, brand managers can understand what consumers want and provide the information to match. Social function led to CRM and so-called "experience" of the user. Ability to listen, to engage directly through social media channels, scaling and measuring results and learning from each experience with each user is the foundation connections between businesses and consumers in the new digital era[1].

Social networks sites helps online consumers to get an idea of products or services from other consumers experiences. Comments and suggestions are very important for both regular customers and for entrepreneurs.

A variety of factors related to the quality of the site and information from social networks sites have been shown to significantly affect local online consumers in terms of their attitude and behavior, the impact being delivered finally in receipts and stores active on the Internet.

United Airlines "breaks guitar" incident promoted by social networks (Youtube) was in 2009 the most controversial one. This contributed to the decline of the profit for United Airlines over a period of several months.



Fig. 1 – United Airlines

Loses in terms of money, arose from a movie, become viral, of a customer who expressed dissatisfaction about the services offered by the company.

In summer of 2008, David Carroll, guitarist of Maxwell band, claimed that during a flight stopover in Chicago, his guitar evaluated at \$ 3,500, was broken.

For a year, he unsuccessfully tried to get his damages paid. Because he failed to

obtain anything he composed a song entitled "United Breaks Guitars". The video was posted on YouTube and became viral in less than a week collecting 3,143,801 views and 15,343 comments praising the singer. Film clip illustrates how these bags are thrown away without being protected as the company's management said to be and to provide safety to customers goods.



Fig 2- Viral video of David Carroll on Youtube

Video statistics Through Jun 4, 2014 ?

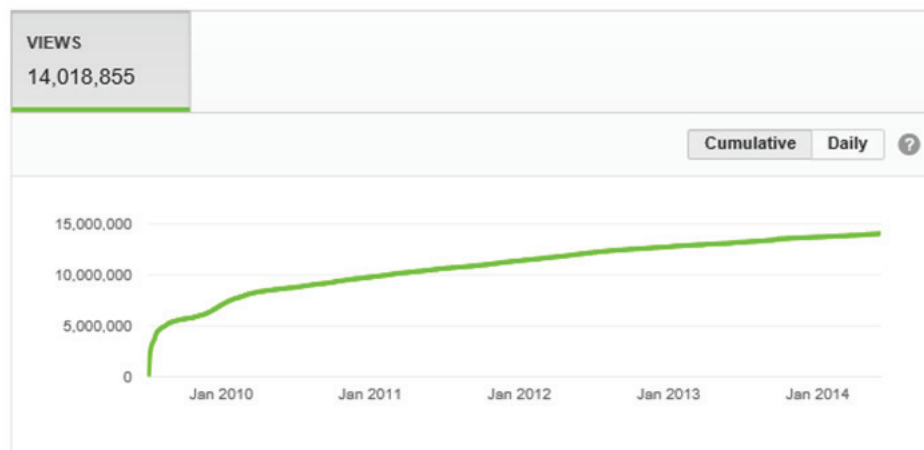


Fig 3- Youtube statistics on „United Breaks Guitars” video

Today , about seven years later, the video reached 14 million views .



Fig 4 – Youtube Views

David Carroll wanted to prove that customer service department doesn't work properly and so he had to walk from airport to airport because no one assumes guilt.

"United Breaks Guitar" became an internet phenomenon. Soon newspapers and mass-media in North America began to make known this video and the impact of David's song went far beyond YouTube .

This negative ad was shortly followed by others not to choose anymore that airline. BBC reported that United Airlines selling figures decreased by 10% within three to four weeks after posting the video. A decline in sales valued at just over 180 million \$.

Negative advertise, posts or comments on social networks can lead to profit losses within a company and even to insolvency. But all this can be prevented by entrepreneurs by continuous monitoring social networks. This thing can be achieved by implementing a monitoring software that

allows real-time posting where we can see reactions of users about products or services offered by companies.

BuzzBundle is a software for monitoring and managing social accounts that allows real-time display of comments, pictures or videos posted on social networks. I have chosen to illustrate the results of this software by analysis of one United Airlines due to the incident mentioned above. Monitoring was conducted over three months.

To obtain a credible monitoring results I have watched official Facebook pages of these companies and I have built a table with multiple keywords commonly addressed in discussions where users were interested or had concerns about the services. These keywords I have entered in the required fields of the software in order to find and combat negative "advertising" on social sites.

Figure 5 illustrates the official Facebook page of the company's United Airlines. Here

I realized that most customers are dissatisfied with the services provided by United, namely: flight delays and poor relations department customer. From user comments,

I have entered the following key words: “United Airlines, flight , disappointed , customer service, tickets . “

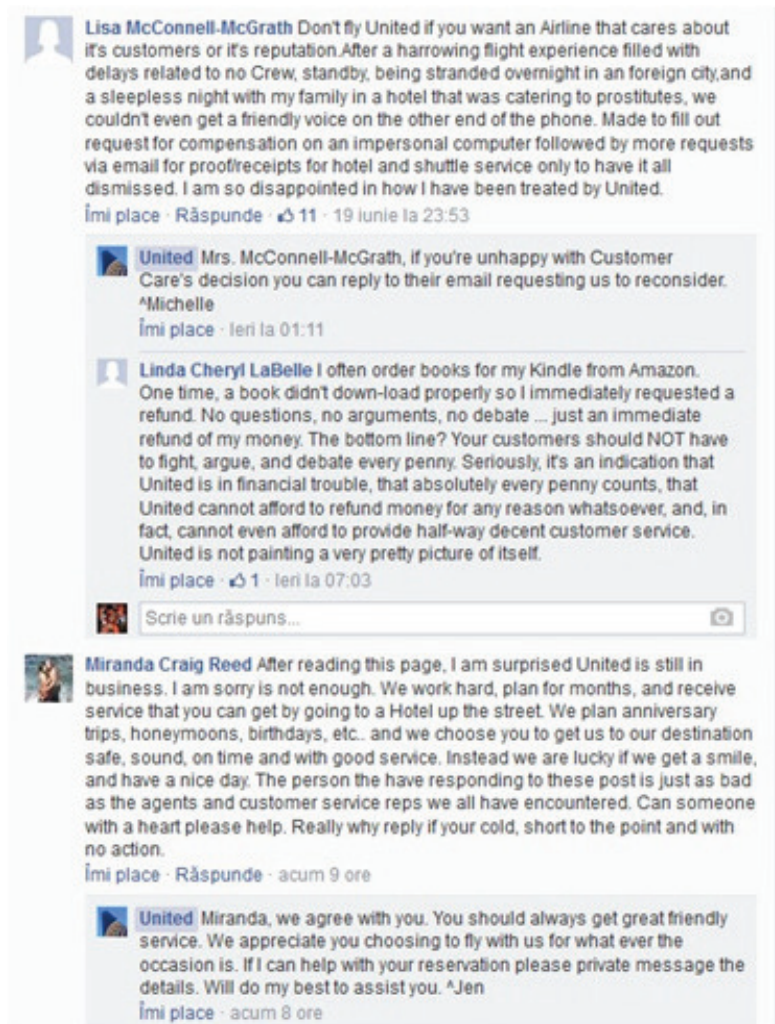


Fig 6- Facebook comments of United Airlines

Adding all this information and key words I have started testing the efficiency

of BuzzBundle software as part of a system for monitoring the customer satisfaction.

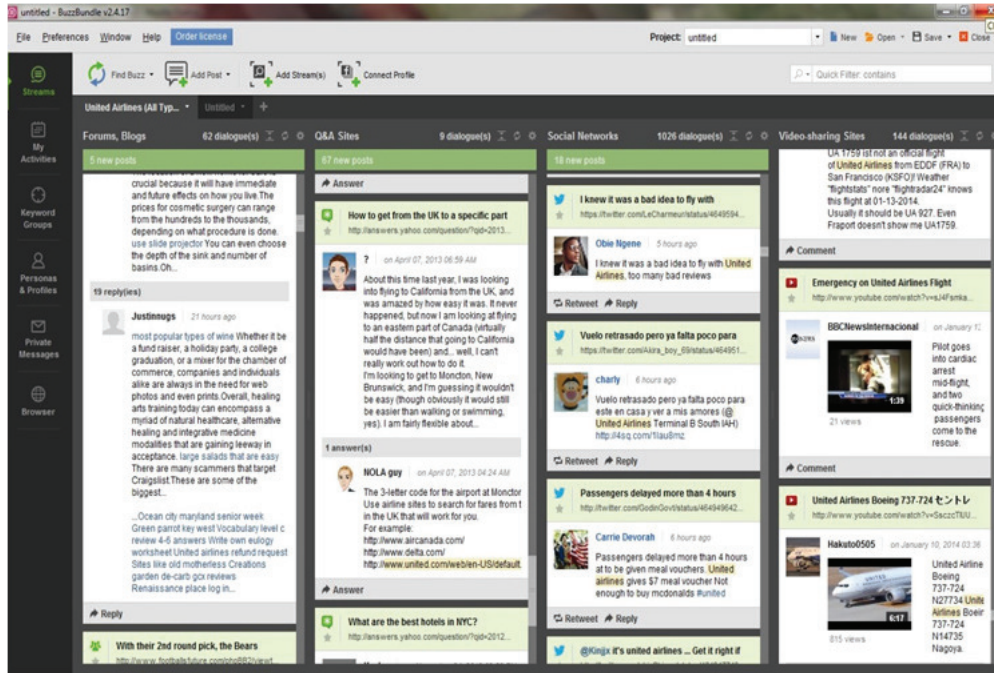


Fig 7 –United Airlines social networks results

The analysis of the data conducted over three months respectively: February, March and April I have obtained the following results:

© To United Airlines I have obtained 1026 data, representing negative comments become viral in February, 900 in March and 700 comments in April, that an entrepreneur should combat and diminish their results in

a viral environment. The differences in the terms of figures from one month to another are relatively small which shows us that more and more users turn to online methods to get their opinions heard. With enterprise software implemented the differences from month to month may become smaller in time to almost nonexistent.

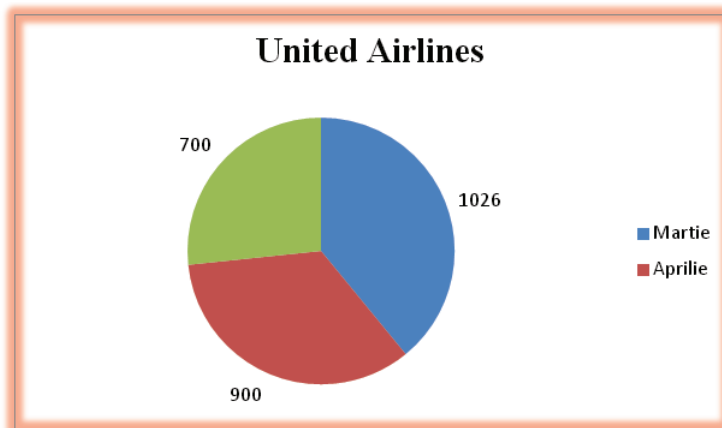


Fig 8 –Results of negative viral posts of United Airlines over three months

Conclusions

Negative advertise, posts or comments on social networks can lead to profit losses within a company and even to insolvency. But all this can be prevented by entrepreneurs

by continuous monitoring social networks. This thing can be achieved by implementing a monitoring software that allows real-time posting where we can see reactions of users about products or services offered by companies.

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