



# Customer Relationship Management

Digital Marketing for the Real Estate Industry

Module 8

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There's a fine line in keeping in touch  
with your past clients

and becoming that annoying pest  
who's always calling, e-mailing, or  
mailing.



Definition



## Customer Relationship Management

Continuous process where companies seek to engage customers, and to be progressively more relevant, attractive, and valuable to them.

Focused on individual customers who matter most.



# The Customer Today

- Online
- Accessible
- Connected



# The New Customer Relationship

- Individual
- Social, mobile and local
- Influenced by peers and shaped by cognitive, behavioral and social psychological principles—One-thru-one



## Relationship Management via:

- New techniques
- Processes - -which include understanding and adapting social context
- Technologies - -which include mobile & customer analytics

*---To implement marketing strategies and business results*



## Focus:

- Explore new technologies that offer new opportunities for engaging customers, including:
  - Mobile
  - Local
  - Cloud
- Customer analytics





# Approaches-on-the- Ground

- Personal service aspect: Strong personal skills and services –strong desire to please & to inform
- System & website/tool aspect: Tracks prospect history & activities, so they keep track of you when they're ready to buy or sell.
  - Cost-effective tools available online and offline
  - Contact managers
  - Correspondence scheduling
  - Activity tracker per client
  - Searchable client history
  - Actionable event (e.g. when scheduling a viewing, report generation/month, listing history of property owner etc.)



# Practitioner Considerations for Relationship Management

- Goal of relationship management: Align the following aspects of the company/entity with the company's/professional's chosen customers and social prospects
  - Culture & values
  - Leadership
  - People capabilities
  - Technology capabilities
  - Ability to get data/information about customer needs/wants and translate to service
  - Process to serve/dessiminate this services or products



# Culture and Values

- Profit orientation against eg. Service orientation
- An inordinate desire to fulfill and satisfy customer needs or solve problems —against e.g. keeping costs to minimum at the expense of service quality
- Short term profit vs sacrificing long-term relationship and continuous gain



# Leadership

- Focus of the head of the organization in service of the mutual interests of the company and individual customers—including company stakeholders
- In the case of individual practitioners, considering the external relationship network's preservation in the interest of serving a mutual customer (collaborative service)—broker-to-broker, or broker-to-service provider



# People

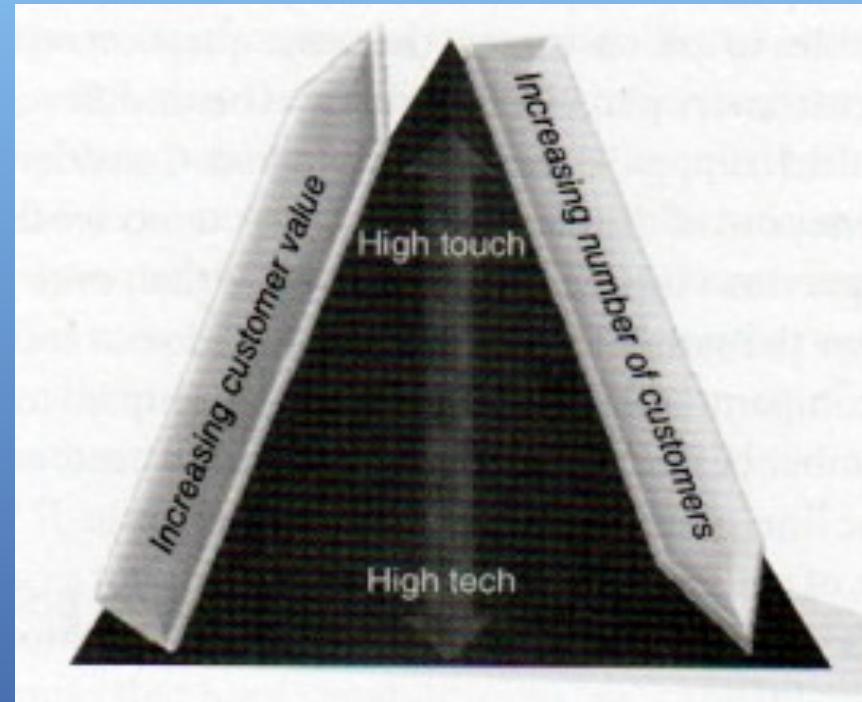
- Frontliners (e.g. practitioners, customer representatives or staff) act as real consultants who know
  - Customer & contact history
  - Can provide immediate responses (in an age of ‘instant gratification’ where customers expect instant response—a mobile and Net-enabled customer expects information-to-go)



## EXAMPLE:

- Virtual assistant or “Broker Assistant” who must know client history, can schedule a viewing, or can respond with baseline information about property availability or state of title
  - Requires for the broker or consultant to put VITAL, sometimes classified information in the assistant’s hands

# Technology



Balancing where technology can disintermediate (or substitute interaction) for lower-value or less-ready-to-engage customers with personal touch and attention given to highly engaged, higher-value customers.



# Technology

- Manage external communications
- Internal communications (PM, tweet, one-on-one text or mobile groups)
- Content—CUSTOMER DATABASES





# Customer Analytics



**Table 20: Selected Social Analytics Companies, Solutions or Service Providers**

<b>Company (and Web addresses)</b>	<b>Description</b>
BrandTweet Statistics (stats.brandtweet.com)	Helps companies understand issues such as the network of Twitter contacts that are most relevant to them, see who among their Twitter contacts are online at present, and review those who are posting the most Twitter links.
Brandwatch (brandwatch.com)	Identifies and organizes social media conversations so that clients can act upon the data. The firm crawls for relevant Web mentions which are analyzed for factors such as content, query matching, sentiment and topic extraction. Mentions are stored and indexed to facilitate client analysis.
Empire Avenue (empireavenue.com)	Offers approaches to help organizations expand their social media audiences and engage with new potential customers. They offer metrics to help companies better understand how they are succeeding with their social media initiatives.
HubSpot (hubspot.com)	Provides page-level analytics and other services to help companies improve customer conversion and other aspects of inbound marketing.



## Customer Analytics

HootSuite (hootsuite.com)	Social media management to manage and measure social networks. As noted previously, the firm manages multiple social profiles, schedules messages and tweets, tracks brand mentions and analyzes social media traffic.
HowSociable (howsociable.com)	Measures the social presence of brands and the level of activity occurring around a brand.
Klout (klout.com)	An influential organization that provides a score to help companies assess the influence of their customers, an important area of consideration as discussed in Chapter 3.
PageLever (pagelever.com)	Social media monitoring to understand audiences, measure success, and optimize content. Includes page alerts and post tagging.
PeerIndex (peerindex.com)	Provides metrics on individuals' authority and influence in social media. The firm uses an algorithm to consider an individual's content recommendations to assess issues such as the knowledge a person has in a particular topic area and a person's authority when others comment on specific posts.



# Examples

- Point2Homes Contact Manager for Databases and Visitors
- Email Marketing: iContact Relationship Marketing & Email Management Software















## My Prospects

**Active** Hot Inactive Not Viewed

**Past month** Past 3 months Past 6 months Past 12 months All

Select All | Clear All

	Prospect		Source	Category	Campaigns	Last Activity ▼	Created Date
<input type="checkbox"/>	 ni <b>not viewed</b> @unitedestatesgroup.com	 <a href="#">Assign</a>				21-Nov-2013	21-Nov-2013
<input type="checkbox"/>	 <b>not viewed</b> <b>HOT</b> ny@gmail.com	 <a href="#">Assign</a>		Prospect (Buyer)		19-Nov-2013	19-Nov-2013
<input type="checkbox"/>	 <b>HOT</b> dencesmanila.com	 <a href="#">Assign</a>		Buyer, Seller		19-Nov-2013	14-Aug-2010
<input type="checkbox"/>	 men@yahoo.com	 <a href="#">Assign</a>				19-Nov-2013	19-Nov-2013
<input type="checkbox"/>	 es <b>not viewed</b> <b>HOT</b> @gmail.com	 <a href="#">Assign</a>				18-Nov-2013	18-Nov-2013



OwnedMaita

Email: msiquijor@residencesmanila.com

Address: BF pque

By: Siquijor, Realtor  
Work Phone: 639178035263  
Cell: Not Specified

129 W. Vinzons St., BF HOmes P

City: Paranaque 1700

State/Prov: Metro Manila

First Visit: 14-Aug-2010 7:25 AM

Last Visit: 19-Nov-2013 9:25 AM

Last 49.147.91.101,

Access 172.19.1.10,

IP:172.19.1.185

Mortgage Calculator Statisti

Avg. Down Payment: Not Availa

Avg. Purchase Price: Not Availa

Avg. Monthly Debt: Not Availa

Reports

Listing Activity

Website Activity

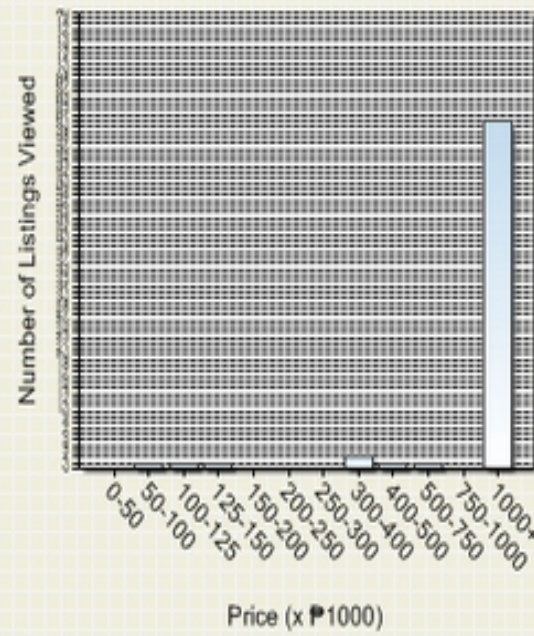
Email Activity

Notes

Listings Viewed by Point2 Selling Area



Listings Viewed by Price Range





Access: 172.19.1.10,  
IP: 172.19.1.185

[Reports](#) [Listing Activity](#) [Website Activity](#) [Email Activity](#) [Notes](#)

(1 to 25) of 85

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	Address	Interest Rating ▼	Activity Summary	Last Activity
<a href="#">Manage</a>	Palms Pointe Village Alabang	★★★★★	Viewed Listing (5) Requested Attachments (1)	23-Sep-2013
<a href="#">Manage</a>	Talisay Road, Tagaytay City	★★★★★	Viewed Listing (4) Emailed Listing (1) Requested Attachments (2)	16-Nov-2013
<a href="#">Manage</a>	Sonera At Ayala Southvale	★★★★★	Viewed Listing (5) Emailed Listing (1)	24-Sep-2013
<a href="#">Manage</a>	17/F, Bellagio 3	★★★★★	Viewed Listing (5)	19-Nov-2013
<a href="#">Manage</a>	Ayala Alabang Village	★★★★★	Viewed Listing (3)	07-Nov-2013
<a href="#">Manage</a>	Pacific Village	★★★	Viewed Listing (1)	30-Jun-2013
<a href="#">Manage</a>	Buck Estate, Tagaytay	★★★	Viewed Listing (1)	16-Nov-2013
<a href="#">Manage</a>	...	★★	Viewed Listing (1)	22-Nov-2013



to me ▾

 **Images are not displayed.** [Display images below](#) - Always display images from noreply@point2.com

09-Sep-2013

Prospect Email

You are receiving this email because secil esenc has emailed you from your website.

Email: arif.es[REDACTED]o.com

Comments: Hi, I'm interested in property at Ayala Alabang Village, Ayala Alabang, Metro Manila that I found on Point2Homes. Could you send me more information about it? Here it is: <http://www.point2homes.com/PH/Home-For-Rent/Metro-Manila/Ayala-Alabang/Ayala-Alabang-Village/29847507.html>. Thank you!

[Manage Prospect - secil esenc](#)

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# References

- Gordon, I.H. "Managing the New Customer Relationship: Strategies to Engage the Social Customer and Building Lasting Value" (Wiley, 2013)
- "Property Mogul" : Gamification of the buyer/seller engagement process by Century 21– accessed at <http://www.century21.com.au/property-mogul/>
- Point2Homes.com Agent Listing & CRM System - -accessed at <http://www.Point2Homes.com>
- Architerra.org - accessed at <http://www.architerra.org>
- iContact.com Email Marketing Tool - -accessed at <http://www.icontact.com>