

Socializing CRM

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Socializing CRM

One of the catchy words in computing is "Socializing". I first heard the word from my colleague and collaboration marketing expert, Frank Teklitz. We were working on making some upgrades to our current version of the [MyCompany Toolbox CRM](#) system. The light really turns on for CRM when you think about bringing the people in the CRM together to achieve goals and objectives. I was reminded of "Socializing" when I recently read a quote the following article, <http://www.itbusinessedge.com/item/?ci=24043> here is the quote:

"Though SAP and Salesforce.com use Blogs, Podcasts, and communities to communicate with their customers and their employees, they have yet to integrate these social networking tools into their technology platforms. This is an oversight, opines this author, who makes the case for the value of social networks in CRM. Procter & Gamble has formed a social network called Vocalpoint, composed of 600,000 moms – each of whom has minimum of 25 other moms associated with her. The "lead" moms distribute products samples and gather feedback for P&G. Thus P&G gains invaluable data and marketing buzz simply by enlisting customers, who in turn enjoy the feeling of empowerment the network provides."
- Paul Greenberg - February 7, 2007

I just attended my first BarCamp, read all about it in [Kempton's Blog](#). This was business socialization taken to a new level for me. We were in a restaurant with 15 people with amazing ideas and talents, meeting people with compatible business goals and making things happen. As I sat in the [BarCamp Calgary](#) (I refuse to call it a Business Meeting) I couldn't help but think of all the software that instigated this very gathering; [Blogs](#), [Wikis](#), Email, [IM](#), [Video Blogs](#), [ERP](#), and [CRM](#).

Just to let you know so I don't bore you, my business focus is primarily on [Business Process Management \(BPM\)](#) automation and finding ways to make business run more smoothly so cash flow is accelerated. I am convinced that our new [Web 2.0](#) and all the new ways of doing business are going to make us more money than we ever dreamed possible. Now it is not sufficient to have a person's telephone number and fax number, we need all the other goodies as well like [Skype™](#) address, [IM](#) address, [Blog](#) address, etc. Every piece of information we can possess or give away that enables a person to contact us makes our business socialized, it is all about breaking down the old walls and barriers. Deals are now made in restaurants with contacts that we've made on our Blog community, let me tell you that it is far more civilized, relaxed, and honest than a stuffy board room with PowerPoint slides and a stop watch to remind you that your five minutes are up.

So here is the point, [CRM's](#) are no longer just a database that cleverly reminds you of your last discussion with a person or account. The new ones have [Blog](#) addresses, [Wiki](#) addresses, and integrate with any application that helps you to reach out or be reached. The CRM is evolving to become a person's command center, the centerpiece of assembled technology to make a person's business life more enjoyable and more in control.

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