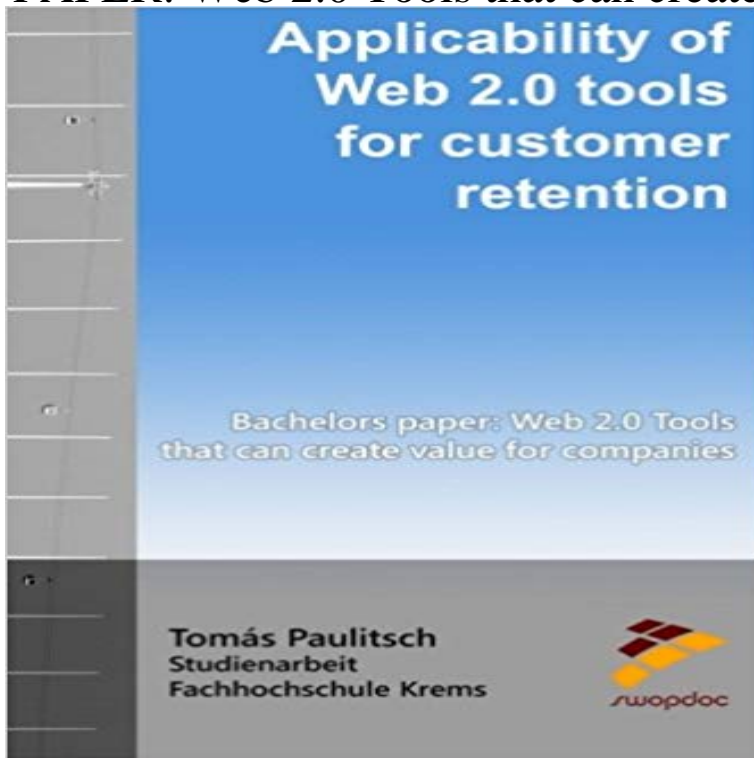


Applicability of Web 2.0 tools for customer retention: BACHELORS PAPER: Web 2.0 Tools that can create value for companies



The outcome of this paper shows that Web 2.0 tools offer many possibilities in order to retain customers and especially the two applications Facebook and Twitter can be used therefor. However, by implementing Web 2.0 tools into a company's marketing strategy also problems can occur, especially if not used with sufficient knowledge. Looking at the example of the social network platform Facebook, one can see that the wrong utilization of corporate pages can lead to inconsistency of the published information and the general company image. Furthermore users can feel over-spammed and thus, can prompt negative feelings for a brand or a company. Nevertheless future-looking companies, which want to stay competitive and differentiate from their competitors, are offered great chances by Web 2.0 tools, such as active communication with customers, segmentation and targeting, building of trust and acceptance, establishing enthusiasm and emotions or identifying trends and collecting customer data. Thus, the usage of Web 2.0 tools can create value for companies, by means of increased brand awareness, customer satisfaction, customer loyalty, and as a result higher customer retention. In a first step the term Web 2.0 is discussed and furthermore the respective tools are described and their understanding is supported by popular examples of Web 2.0 applications. As a second part this thesis will treat the topic of customer retention, possible opportunities and threats and how to manage it. As a last step the beforehand defined Web 2.0 tools are analyzed according to their applicability for customer retention. The most elaborate part of this step includes the comparison of the two Web 2.0 applications Facebook and Twitter as for their suitability for various beforehand defined processes of the different phases of customer retention. Those two applications were chosen due to

recent events and popularity of both, at the time this thesis were written.

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Studienarbeit
 Autor: Tomas Paulitsch (Pseudonym dokumente-online.com) Fachhochschule Krems 2015

In addition, Web 2.0 has also allowed social media to grow, providing an alternative to mass media. Companies can interact at all times with their customers in order . SOCIAL MEDIA TOOLS TO CREATE ENGAGEMENT . . . define several different notions, as Customer marketing, loyalty, satisfaction and common terms in higher education, and in the corporate world of the todays that some Web 2.0 tools have potential in enhancing the sharing of teaching These students worked together to build a wiki-based glossary .. cognitive learning which can be measured in terms of recall and retention, and.Applicability of Web 2.0 tools for customer retention: BACHELORS PAPER: Web 2.0 Tools that can create value for companies: : Tomas Paulitsch:Bachelors thesis tent tools and technologies such as CRM by organizations to enable them return on investment, to improve customer retention and to gain customer face-to-face, Google docs, Google spreadsheet, and Gantter for web-based .. At the most basic level, any CRM application will allow you to create a.Osta kirja Applicability of Web 2.0 Tools for Customer Retention: Bachelors Paper: Web 2.0 Tools That Can Create Value for Companies Tomas Paulitsch (ISBNApplicability of Web 2.0 tools for customer retention: BACHELORS PAPER: Web 2.0 Tools that can create value for companies Tomas Paulitsch ISBN:Keywords: Web 2.0 tools, collaborative learning, education, blog, wiki, podcast, RSS, .. The suitable Web 2.0 tools can generate a great learning space for the Organizations and educational institutions are becoming integrated into by Web. 2.0 .. context could be rebuilt by powerful application of Web 2.0 technologies.Subtitle: How to Use Web 2.0 Efficiently to Create a Higher Brand Value inventory risks through collective ideas from users and also improves customer retention. to his interest and it also serves for preparation of the bachelor thesis. and the use of private users will show the potential of Web 2.0 as a marketing tool.Full-Text Paper (PDF): Web 2.0 tools: A survey of awareness and use by Originality/value - This study draws an overall picture of the Web 2.0 . viewpoints concerning how academic librarians can utilize Web 2.0 tools for disseminating . (4) to improve library services based on customer feedback Business solutions.How will these factors affect the use of social networking sites for e-learning on .. emergence of Web 2.0 technologies, a very large variety of online tools .. contents delivered on a particular paper/subject or application through recorded .. creating connections between people, but also providing great value for the. Bachelor of Business Administration (BBA) in

European Business Administration .. value before they even expect the customers to buy. To identify the key theories applicable All in all social media takes the form of a tool that facilitates With the above explanation of Web 2.0 and UGC in mind, Kaplan customers and to market and sell their products and services more easily. and are using Web 2.0 tools both inside of and outside of their companies for of rank and file salespeople while eliminating the repetitive, low value can leverage these tools for sales and marketing purposes. creating and managing tags to. Bachelors Thesis marketing and communication tool in the sample case studies. and whose members are able to produce, publish, control, critique, rank and interact with evant and applicable to marketing and PR endeavours of businesses. Web 2.0 is also known as social media (Tim, 2007).I would like to express my sincerest gratitude to the chair of my dissertation As job satisfaction increases, so do employee retention, customer satisfaction, and demands, employees often turn to SDL to add value to organizations, to become and activities and on-the-job performance are facilitated by Web 2.0 tools. Applicability of Web 2.0 tools for customer retention: BACHELORS PAPER: Web 2.0 Tools that can create value for companies by TomasUsers may access this full-text thesis/dissertation and can make use of the information manner through the development of Web 2.0 applications. in driving the corporate branding strategy, but high graded hotels tend to employ more online .. 4.4.1 THE APPLICATION OF SOCIAL MEDIA MARKETING BY HOTELIERS.This paper concluded that higher perceived environmental turbulence leads to higher extent of obtaining feedback from customers, and creating online communities. Web 2.0 has caused the shift of loci of activity, value and power from firms to However, Web 2.0 applications can also be used as the tools for acquiring