

## **ABSTRACT**

Customer Relationship Management (CRM) is an established concept which is used to manage customer lifecycle management through various technologies and process oriented tools. This study identifies how social media can be utilized in the CRM context for improved customer relationship management and to understand the potential of social CRM in the business environment. Recent changes in customer relationship theme and putting new media and network - based paradigm into practice makes it imperative to find how social networks affect CRM. The industry is witnessing a communication revolution that is traversing from social media to social CRM. This new paradigm ó Social CRM ó recognizes that instead of just managing customers, the role of the business is to facilitate collaborative social experiences and dialogue that customers value. Given the strategic relevance of CRM for organizations nowadays, the main objective of this study is to explain the role of social networks in customer relationship management by using its analysis, tools and aspects based on CRM models. We have provided a S CRM framework that is based on the traditional CRM models and incorporates social networks and its tools, methods and analysis