



## Transcript of CommsChat, January 23

# CommsChat with Phil Mohr

A CommsChat discussing social CRM

On Monday we were joined by Phil Mohr from Comufy to discuss social CRM and the switch from broadcast to personal messaging.

To kick-start the discussion, we asked how CRM in a social media context can be defined and to conclude we asked for practical tips on how a brand can achieve a 1:1 relationship with customers.

The debate of whether social CRM is necessary for brands and how to use it effectively resulted in 23 pages of transcript.

CommsChat would like to thank its sponsors.



[LexMarkus](#) Remember: one united voice for a company with many employees will never be authentic. [#commschat](#) -9:05 PM Jan 23rd, 2012



[Phil Mohr @jamesaldousPR](#) very true - that's why really good community managers r hard to find + automated tweets don't work [#commschat](#) [#socialcrm](#) [#crm](#) -9:05 PM Jan 23rd,

2012



[LizzieThomas](#) Night Folks, same time next week! RT [@CommsChat](#): Check out the <http://t.co/7Vtro8oJ> site later-we'll have the next few topics up [#CommsChat](#) -9:04 PM Jan 23rd, 2012



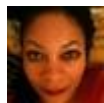
[CommsChat](#) feel free to carry on the conversation, but it'll be without me, as I'm off home. Goodnight all [#commschat](#) -9:03 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) Thank you very much [@Phil\\_Mohr](#) and [@CommsChat](#)! [#commschat](#) -9:03 PM Jan 23rd, 2012



[cindyfsolomon](#) Thank you [@CommsChat](#) [@Phil\\_Mohr](#) & every1 ! Nice to meet you! [#commschat](#) -9:02 PM Jan 23rd, 2012



[radiantlady](#) [@Phil\\_Mohr](#) [@phil\\_mohr](#) [@comufy](#) I just did, it was the bio that clinched it! [#commschat](#) -9:02 PM Jan 23rd, 2012



[LexMarkus](#) [@Phil\\_Mohr](#) Our tone is personal w/ official acc too, even self ironic at times. Lack of consistency would make us less authentic. [#commschat](#) -9:02 PM Jan 23rd, 2012



[Phil\\_Mohr](#) [@cindyfsolomon](#) great motto for all community managers :-)  
[#commschat](#) -9:02 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) Great list - RT [@tlittleton](#): A5: Stay consistent, stay friendly, surprise and delight, apologise, care and be available [#commschat](#) -9:02 PM Jan 23rd, 2012



[CommsChat](#) Check out the <http://t.co/g0rAK8Zg> site later this week, we'll have the next few CommsChat topics for you to put in your diaries [#commschat](#) -9:01 PM Jan 23rd, 2012



[Phil Mohr](#) feel free to reach out! thanks to [@CommsChat](#) for hosting the chat [#commschat](#) -9:01 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) [@Phil Mohr](#) also thinking about the diff in that Dell invites crowdsourced improvements (IdeaStorm); Apple keeps all under wraps. [#commschat](#) -9:01 PM Jan 23rd, 2012



[cindyfsolomon](#) RT [@tlittleton](#): A5: Stay consistent, stay friendly, surprise and delight, apologise, care and be available [#commschat](#) -9:01 PM Jan 23rd, 2012



[derekb](#) RT [@tlittleton](#): This may be useful with regards blocking comments - <http://t.co/RaUYIIXr> [#commschat](#) -9:01 PM Jan 23rd, 2012



[Phil Mohr](#) Thank you very much very one! pls follow: [@phil\\_mohr](#) and [@comufy](#) [#commschat](#) -9:01 PM Jan 23rd, 2012







[tlittleton](#) A5: Stay consistent, stay friendly, surprise and delight, apologise, care and be available [#commschat](#) -9:01 PM Jan 23rd, 2012











[cindyfsolomon](#) [@Phil Mohr](#) fan boys /early adopters don't always translate into valuable paying customers [#commschat](#) -9:00 PM Jan 23rd, 2012











[JamesAldousPR](#) Social should support CRM, but be very careful before you allow it to lead it [#CommsChat](#) -9:00 PM Jan 23rd, 2012





    [CommsChat](#) That takes us to the top of the hour. Thanks to all who took part, & a big thanks to our special guest, [@Phil\\_Mohr](#) from [@comufy #commschat](#) -9:00 PM Jan 23rd, 2012





    [tlittleton](#) Also accept that Facebook isn't necessarily a community, it's hard to get people talking to each other and not always needed [#commschat](#) -9:00 PM Jan 23rd, 2012





    [mynewsdesk\\_uk](#) RT [@Lizziehthomas](#): and be realistic about what type of relationship your customers want to have with you? [#commschat](#) -9:00 PM Jan 23rd, 2012





    [lisab88](#) RT [@tlittleton](#): This may be useful with regards blocking comments - <http://t.co/RaUYIIXr> [#commschat](#) -8:59 PM Jan 23rd, 2012

    [cindyfsolomon](#) RT [@JeremySinger1](#) Inform, listen & engage/ Social is as much about conversation as it is to inform = increased engagement. [#commschat](#) -8:59 PM Jan 23rd, 2012

    [Phil\\_Mohr](#) [@mynewsdesk\\_uk](#) I guess every brand wants fanboys ;-)) but a good point! other users can help u when u r in trouble [#commschat](#) -8:59 PM Jan 23rd, 2012

    [mynewsdesk\\_uk](#) [@Lizziehthomas](#) absolutely! [#commschat](#) -8:58 PM Jan 23rd, 2012

    [JeremySinger1](#) [@CommsChat](#) Inform, listen & engage. Social is as much about conversation as it is to inform. This leads to increased engagement. [#CommsChat](#) -8:58 PM Jan 23rd, 2012

    [Phil\\_Mohr](#) [@lizziehthomas](#) definitely - but u will also see this over time in ur

[#socialerm](#) [#commschat](#) -8:58 PM Jan 23rd, 2012



[KennyBloxham](#) “[@Littlefoxcomms](#): [#CommsChat](#) how many organisations can answer questions 24/7?!” how much idle time is wasted anyway? [Strategise It](#) -8:58 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) Think about the vast difference in customer relationship approach between Dell and Apple. Both doing well. [#commschat](#) -8:58 PM Jan 23rd, 2012



[LexMarkus](#) Q5: Same goes for Fb, answer questions and discuss using personal accounts. People don't want to have relationships with logos. [#commschat](#) -8:58 PM Jan 23rd, 2012



[LizzieThomas](#) [@mynewsdesk\\_uk](#) and be realistic about what type of relationship your customers want to have with you? [#CommsChat](#) -8:57 PM Jan 23rd, 2012



[StevenWoodgate](#) RT [@Phil\\_Mohr](#): I am not an expert in community management: but from our experience - do say sorry if something went wrong [#commschat](#) -8:57 PM Jan 23rd, 2012



[Phil\\_Mohr](#) [@lexmarkus](#) - do u have a different ton of voice for different accounts? [#commschat](#) -8:57 PM Jan 23rd, 2012



[tittleton](#) This may be useful with regards blocking comments - <http://t.co/RaUYIIxr> [#commschat](#) -8:57 PM Jan 23rd, 2012



[cindyfsolomon](#) RT [@mynewsdesk\\_uk](#): First tip: decide what type of relationship you want w/ your customers. This wont be the same for all brands. [#commschat](#) -8:56 PM

Jan 23rd, 2012



[robertcgage](#) RT "[@Phil\\_Mohr](#) back to [#crm](#) ;-) Track all customer interactions, followup with customer queries, be sympathetic [#commschat](#)." >> YES!!! -8:56 PM

Jan 23rd, 2012



[mynewsdesk\\_uk](#) First tip: decide what type of relationship you want to have with your 'customers'. This won't be the same for all brands. [#commschat](#) -8:56 PM

Jan 23rd, 2012



[cindyfsolomon](#) A5 to build community of engaged customers: have a [#socmedia](#) policy that syncs w/biz mission, approved by legal & train employees [#commschat](#) -

8:55 PM Jan 23rd, 2012



[sebmation](#) RT [@Phil\\_Mohr](#): Hi Paul [@PaulCtaylor](#) FB definitely has a lot of data u can use in ur CRM [#commschat](#) [#socialcrm](#) [#crm](#) -8:55 PM

Jan 23rd, 2012



[LexMarkus](#) Q5: Eg, we use official accounts to broker direct relationships between our readers and journalists with Twitter accounts. [#commschat](#) -8:55 PM

Jan 23rd, 2012



[mynewsdesk\\_uk](#) Yes, coined by [@jowyang](#), I believe. Great PR that! RT [@Phil\\_Mohr](#): BTW today is the Community Manger Day [#commschat](#) -8:54 PM

Jan 23rd, 2012



[robertcgage](#) [@cindyfsolomon](#) Have RTd that. Very true! [#commschat](#) -8:54 PM

Jan 23rd, 2012



[Phil\\_Mohr](#) back to [#crm](#) ;-) Track all customer interactions, followup with customer queries,

be sympathetic [#commschat](#) -8:54 PM Jan 23rd, 2012



[PaulCTayla](#) [@mynewsdesk\\_uk](#) I know! :o) [#commschat](#) -8:54 PM Jan 23rd, 2012



[Phil Mohr](#) I am not an expert in community management: but from our experience - do say sorry if something went wrong [#commschat](#) -8:53 PM Jan 23rd, 2012



[cindyfsolomon](#) RT [@Phil Mohr](#): BTW today is the Community Manager Day [#commschat](#) -8:53 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) RT [@CommsChat](#): Q5 how can a company achieve this personal relationship. Lets have some practical tips from all [#commschat](#) -8:53 PM Jan 23rd, 2012



[Littlefoxcomms](#) [#CommsChat](#) always strikes me that people who just broadcast info miss a trick in not developing a conversation... conversation is all.. -8:53 PM Jan 23rd, 2012



[cindyfsolomon](#) A5 Companies can present a human face, value customer feedback by transparent policies & commitment to [#socmedia](#) [#VoiceofCustomer](#) [#commschat](#) -8:53 PM Jan 23rd, 2012



[PaulCTayla](#) [@Phil Mohr](#) Hi Phil, I use it with recruiting for the Forces - perfect for long term dialogue, I know it ain't the only thang! [#commschat](#) -8:53 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) [@PaulCTayla](#) the 'like' is not engagement - it is only the first step. It's an opportunity for a brand to be engaging : ) [#commschat](#) -8:52 PM Jan 23rd, 2012



[Phil Mohr](#) BTW today is the Community Manger Day [#commschat](#) -8:52 PM Jan

23rd, 2012



[LexMarkus](#) Amen! RT [@Phil\\_Mohr](#): [@littefoxcomms](#) the big ones do - but companies don't need to answer 24/7 just be clear what ur policy is [#commschat](#) -8:52 PM Jan 23rd, 2012



[Phil Mohr](#) [#commschat](#) Q4: a good CRM with a community manger handover protocol definitely helps. Community management is often underestimated -8:52 PM Jan 23rd, 2012



[Lizziehthomas](#) Welcome to CommsChat [@PaulCTayla](#), just in time for the final question. Q5 how can a company achieve this personal relationship? [#CommsChat](#) -8:52 PM Jan 23rd, 2012



[cindyfsolomon](#) [@PaulCTayla](#) Greetings to you & every1 here - delighted to jump in midstream! [#commschat](#) -8:51 PM Jan 23rd, 2012



[robertcgage](#) [@Phil\\_Mohr](#) Abuse isn't acceptable. Should block. [@tlittleton](#) [#commschat](#) -8:51 PM Jan 23rd, 2012



[StevenWoodgate](#) [@mynewsdesk\\_uk](#) [#commschat](#) Haha. It distracts media from their terrible form of late I suppose! -8:51 PM Jan 23rd, 2012



[Phil Mohr](#) Hi Paul [@PaulCtayla](#) FB definitely has a lot of data u can use in ur CRM [#commschat](#) [#socialcrm](#) [#crm](#) -8:51 PM Jan 23rd, 2012



[CommsChat](#) Lets move on to the final topic Q5 how can a company achieve this personal relationship. Lets have some practical tips from all [#commschat](#) -8:50 PM



Jan 23rd, 2012



[PaulCTayla](#) Hello [#commschat](#) folk! -8:50 PM Jan 23rd, 2012



[LexMarkus](#) [@Phil\\_Mohr](#) Hahah. Still possible to do w/o a dedicated CRM-system. It's the coordination that gets harder, waaaaay harder. (Q4) [#commschat](#) -8:50 PM Jan 23rd, 2012



[JeremySinger1](#) [@CommsChat](#): [@mynewsdesk\\_uk](#) CRM plays a vital role in how a brand reacts to customer issues. They also need to be articulate! [#commschat](#) -8:50 PM Jan 23rd, 2012



[robertcgage](#) [@Phil\\_Mohr](#) Does it drive up standards, or do they just aggravate more by ignoring? Can't they stand the heat? [#commschat](#) -8:50 PM Jan 23rd, 2012



[PaulCTayla](#) Damn, late to [#commschat](#) - wanted to discuss that for brands, Facebook is S-CRM - the 'likers' are your engaged audience. FB is S-CRM. -8:50 PM Jan 23rd, 2012



[Phil\\_Mohr](#) would be great to hear from [@tlittleton](#) how she deals with abusive customers [#commschat](#) on Facebook u can just block them -8:49 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) [@StevenWoodgate](#) they knew what they were signing ; ) [#commschat](#) - 8:49 PM Jan 23rd, 2012



[Phil\\_Mohr](#) [@robertcgage](#) I guess they mainly get abuse - can I have a free ticket now? ;- ) [#commschat](#) [#socialcrm](#) [#crm](#) -8:48 PM Jan 23rd, 2012



[AmelieMet](#) RT [@Phil\\_Mohr](#): better a tweet in the morning than no answer from an email ;-)  
[#commschat](#) [#socialcrm](#) [#crm](#) -8:48 PM Jan 23rd, 2012



[robertcgage](#) [@CommsChat](#) Perish the thought! But certain train companies, bus companies and local councils worst offenders  
[#commschat](#) -8:48 PM Jan 23rd, 2012



[StevenWoodgate](#) [@mynewsdesk\\_uk](#) [#commschat](#) Makes cheap journalism (if that's what you can call it). Barton's influence has only negative effect on QPR. -8:47 PM Jan 23rd, 2012



[Phil\\_Mohr](#) better a tweet in the morning than no answer from an email ;-)  
[#commschat](#) [#socialcrm](#) [#crm](#) -8:47 PM Jan 23rd, 2012



[CommsChat](#) [@robertcgage](#) as long as we don't cross libel laws, feel free to name & shame.  
[#commschat](#) -8:47 PM Jan 23rd, 2012



[LexMarkus](#) [@robertcgage](#) [@lizziehthomas](#) Absolutely! My point: we must expose people who say they work in PR w/o knowing what it is.  
[#common](#) [#commschat](#) -8:46 PM Jan 23rd, 2012



[Phil\\_Mohr](#) [@littefoxcomms](#) the big ones do - but companies don't need to answer 24/7 just be clear what ur policy is  
[#commschat](#) [#socialcrm](#) [#crm](#) -8:46 PM Jan 23rd, 2012











[THUPR](#) RT [@littlefoxcomms](#): [#CommsChat](#) what is your opinion on the value of social analytics to track and measure consumer activity? -8:46 PM Jan 23rd, 2012







[Littlefoxcomms](#) [#CommsChat](#) but how many organisations have got the resources or





organisations to answer questions 24/7?! -8:45 PM Jan 23rd, 2012





    [mynewsdesk\\_uk](#) [@CommsChat](#) now you're stretching this lovely metaphor an inch too far for me at this time of night. But, I'm sure you're right! [#commschat](#) -8:45 PM Jan 23rd, 2012





    [Phil Mohr](#) it helps u to connect all the dots in your organisation [#commschat](#) [#socialcrm](#) [#crm](#) -8:45 PM Jan 23rd, 2012





    [robertcgage](#) Pity we can't name and shame!!! [#commschat](#) -8:44 PM Jan 23rd, 2012

    [Phil Mohr](#) but not only important for support - imagine support solves problem really well = great marketing power [#commschat](#) [#socialcrm](#) [#crm](#) -8:44 PM Jan 23rd, 2012

    [Littlefoxcomms](#) [@ktraff](#) for what do you beg my pardon? Am engaging in a [#commschat](#)... -8:44 PM Jan 23rd, 2012

    [mynewsdesk\\_uk](#) RT [@Phil Mohr](#): it really allows u to connect the dots.e.g. support query hasnt been answered in 2 weeks - be super nice [#commschat](#) -8:44 PM Jan 23rd, 2012

    [CommsChat](#) [@mynewsdesk\\_uk](#) [@JeremySinger1](#) but does CRM act as the bouncer, still keeping a watchful of those with backstage passes? [#commschat](#) -8:44 PM Jan 23rd, 2012

    [Lizziehthomas](#) RT [@CommsChat](#): So lets look at 4th topic.Is CRM the only real way brands can truly communicate to large audiences on 1:1 basis? [#CommsChat](#) -8:43 PM Jan 23rd, 2012

    [Phil Mohr](#) it really allows u to connect the dots.e.g. support query hasn't been

answered in 2 weeks - be super nice [#commschat](#) [#socialcrm](#) [#crm](#) -8:43 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) [@Phil\\_Mohr](#) are we all going in your CRM then?! ; ) [#commschat](#) -8:43 PM Jan 23rd, 2012



[AmelieMet](#) [@CommsChat](#) It may not be the only way but it appears to be the easiest and most used way [#commschat](#) -8:42 PM Jan 23rd, 2012



[Phil\\_Mohr](#) [#commschat](#) Q4: If you have a single community manager with a big brain than NO. But it really helps to have a CRM in place -8:42 PM Jan 23rd, 2012



[cindyfsolomon](#) RT [@mynewsdesk\\_uk](#) [@JeremySinger1](#): Social has given consumers & fans of brands an access all areas pass. Transparency now key! [#commschat](#) -8:42 PM Jan 23rd, 2012



[robertcgage](#) [@Phil\\_Mohr](#) I was surprised, but [@BTCare](#) good at this. Deal with basic customer complaints directly via Soc Media. [#commschat](#) -8:42 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) Nice way to put it RT [@JeremySinger1](#): Social has given consumers & fans of brands an access all areas pass. Transparency now key! [#commschat](#) -8:41 PM Jan 23rd, 2012



[CommsChat](#) So lets look at the 4th topic. Is CRM the only real way brands can truly communicate to large audiences on 1 to 1 basis? [#commschat](#) -8:41 PM Jan 23rd, 2012



[Phil\\_Mohr](#) [@robercgage](#) definitely, this is particularly important on Facebook. Community managers need to jude well - [#socialcrm](#) helps here [#commschat](#) -8:41

PM Jan 23rd, 2012



[cindyfsolomon](#) RT [@Phil\\_Mohr](#): [@lexmarkus](#) totally - educate both sides & keep track of what u told ur customers - back to [#crm](#) [#socialcrm](#) [#commschat](#) -8:40 PM Jan 23rd, 2012



[Phil\\_Mohr](#) both r important, but monitoring what is being said at u requires + often allows more immediate action [#commschat](#) [#socialcrm](#) [#crm](#) -8:39 PM Jan 23rd, 2012



[cindyfsolomon](#) RT [@Lizziehthomas](#) [@robertcgage](#): Companies using social media as free PR & not bothering to interact with customers miss the point [#commschat](#) -8:39 PM Jan 23rd, 2012



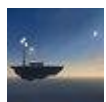
[robertcgage](#) [@LexMarkus](#) [@Lizziehthomas](#) Question of respect. If customers show interest in the company, they should reciprocate. [#commschat](#) -8:39 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) [@StevenWoodgate](#) you could argue Barton has added a whole new dimension to the media persona by using Twitter (not that I follow!) [#commschat](#) -8:38 PM Jan 23rd, 2012



[Phil\\_Mohr](#) [@littlefoxcomms](#) first I would say we need to distinguish between direct replies, clicks, FB posts AND buzz monitoring [#commschat](#) -8:38 PM Jan 23rd, 2012



[AmelieMet](#) In real life one has to teach the customer that immediate response is not likely, so that needs to be taught on twitter as well [#commschat](#) -8:38 PM Jan 23rd, 2012



[Littlefoxcomms](#) [#CommsChat](#) [@Littlefoxcomms](#) asking ..what is your opinion on the value of social analytics to track and measure consumer activity? -8:37 PM Jan 23rd,

2012



[Phil Mohr @lexmarkus](#) totally - educate both sides. Plus keep track of what u told ur customers - back to [#crm](#) ;-)  
[#commschat](#) [#socialcrm](#) -8:37 PM Jan 23rd, 2012



[cindyfsolomon](#) RT [@Hammarstrand](#): RT [@AWCchat](#): Going on right now, hosted from the UK - [#commschat](#) on social CRM [#commschat](#) -8:36 PM Jan 23rd, 2012



[cindyfsolomon](#) RT [@AmelieMet](#): Not all brands live up to their standards. Customers want immediate responses esp. on twitter [#commschat](#) -8:36 PM Jan 23rd, 2012



[Phil Mohr @ameliet](#) correct! a good community manager can manage that + get ur own users to help out - easier on Facebook [#commschat](#) -8:35 PM Jan 23rd, 2012



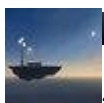
[StevenWoodgate @Phil Mohr #commschat](#) Not generally. From club POV, interaction with fans is key. Players are essentially products, good management needed -8:35 PM Jan 23rd, 2012



[CommsChat @KennyBloxxham](#) Hi, Welcome to CommsChat, Kenny. Feel free to chip in with any thoughts [#commschat](#) -8:35 PM Jan 23rd, 2012



[Phil Mohr @robertcgage](#) oh I agree, best is to look after them - but if u don't tell them what they r in for - again transparency is king [#commschat](#) -8:34 PM Jan 23rd, 2012



[AmelieMet](#) Not all brands are living up to their standards. Customers expectations are high - they want immediate responses esp. on twitter [#commschat](#) -8:34 PM Jan 23rd, 2012



[LexMarkus](#) Q3: Extremely mixed, but goes two ways - for our organization it's a question of educating personell as well as customers. [#commschat](#) -8:34 PM Jan 23rd, 2012



[Phil Mohr](#) [@stevenwoodgate](#) do u see many fans that r getting annoyed when they don't get a reply or noticed? [#commschat](#) -8:33 PM Jan 23rd, 2012



[robertcgage](#) [@Phil Mohr](#) Doesn't seem like a good strategy though. Allow you customers to get more grumpy whilst ignored! [#commschat](#) -8:33 PM Jan 23rd, 2012



[KennyBloxham](#) [#commschat](#) good chat here re social CRM -8:33 PM Jan 23rd, 2012



[StevenWoodgate](#) [@Phil Mohr](#) [#commschat](#) SM is the new, improved forums. Clubs can moderate easier. Player accounts often are ego-boosting, not for brand. -8:32 PM Jan 23rd, 2012



[JeremySinger1](#) [@Phil Mohr](#) Absolutley! Social has given consumers & fans of brands an access all areas pass. Transparency is now key! [#commschat](#) -8:32 PM Jan 23rd, 2012



[Phil Mohr](#) [@robertcgage](#) or at least tell them! this is for one way blasting, don't expect a reply [#commschat](#) -8:32 PM Jan 23rd, 2012



[CommsChat](#) Its halfway time, so a big thanks to our sponsors [@mynewsdesk\\_uk](#) [@kwdigital](#) [@WolfstarPR](#) [@cisionuk](#) Follow 'em, it's only polite [#commschat](#) -8:32 PM Jan 23rd, 2012



[Lizziehthomas](#) RT [@robertcgage](#): Companies using social media as free PR and not bothering to interact with customers miss the point [#CommsChat](#) -8:31 PM Jan 23rd, 2012



[LexMarkus](#) Q2: Yes, but not as much b/c of the mere possibility as the additional pressure stemming from feedback transparency. [#commschat](#) -8:31 PM Jan 23rd, 2012



[robertcgage](#) [@Phil\\_Mohr](#) Agree. Companies using social media as free PR and not bothering to interact with customers miss the point [#commschat](#) -8:31 PM Jan 23rd, 2012



[Phil\\_Mohr](#) one the note of personal communication: we once picked up an account after agency budget cut - sooo many spoiled customers [#commschat](#) -8:30 PM Jan 23rd, 2012



[StevenWoodgate](#) [@mynewsdesk\\_uk](#) [@Phil\\_Mohr](#) [#commschat](#) Interact to boost ego, rather than for the common good of the 'brand'. Take Barton as an example -8:30 PM Jan 23rd, 2012



[Phil\\_Mohr](#) [@robertcgage](#) the same holds for advocates - we did a bit of tracking + big klout score guys r often not ambassadors [#commschat](#) [#socialcrm](#) -8:29 PM Jan 23rd, 2012



[Phil\\_Mohr](#) [#commschat](#) Q3: Some yes, as already mentioned. But nothing worse than standard reply messages.If u r not geared up: tell ur customers! -8:28 PM Jan 23rd, 2012



[CommsChat](#) [@Hammarstrand](#) hosted from the UK, but not just for Brits. Welcome, feel free to join in the discussion. [#commschat](#) -8:28 PM Jan 23rd, 2012



[robertcgage](#) [@Lizziehthomas](#) [@Phil\\_Mohr](#) Yes indeed. And from those you may not expect. [#commschat](#) -8:28 PM Jan 23rd, 2012





[Phil Mohr](#) [@mynewsdesk](#) I guess, a question for another chat would be: should some be moderated ;-)  
[#commschat](#) [#socialcrm](#) [#crm](#) -8:27 PM Jan 23rd, 2012



[sebmarion](#) RT [@Phil Mohr](#): dell I guess is often mentioned. but i guess list of bad ones is still longer  
[#commschat](#) [#socialcrm](#) [#crm](#) -8:27 PM Jan 23rd, 2012



[CommsChat](#) Indeed, as we've started naming names, let's turn to Q3 - Are brands living up to the personal communication promise?  
[#commschat](#) -8:27 PM Jan 23rd, 2012



[Hammarstrand](#) RT [@AWCchat](#): Going on right now, hosted from the UK -  
[#commschat](#) on social CRM -8:26 PM Jan 23rd, 2012



[Phil Mohr](#) [@robertcgage](#) gives great examples + answers Q2 with yes + looks already at Q3 ;-)  
[#commschat](#) [#socialcrm](#) [#crm](#) -8:26 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) [@Phil Mohr](#) [@stevenwoodgate](#) I am amazed at how much some Premier League players interact with the fans over Twitter.  
[#commschat](#) -8:26 PM Jan 23rd, 2012



[Lizziehthomas](#) [@Robertcgage](#) so your examples would suggest 'yes' to RT [@Phil Mohr](#): ...do all customers and brands want personal relationships?  
[#CommsChat](#) -8:26 PM Jan 23rd, 2012



[Phil Mohr](#) [@stevenwoodgate](#) would u say they mainly take amongst each other or also with the teams?  
[#commschat](#) [#socialcrm](#) [#crm](#) -8:25 PM Jan 23rd, 2012



[robertcgage](#) [@Communicatomag](#) More. [@HeathrowAirport](#) [@gatwickairport](#)

[@British\\_Airways](#) Making corporate personal. [#commschat](#) -8:24 PM Jan 23rd, 2012



[social club](#) So, we're discussing what is social CRM... [#commschat](#): So, we're discussing what is social CRM... [#commschat](#) <http://t.co/0BY8by3Q> [#SRM](#) -8:24 PM Jan 23rd, 2012



[StevenWoodgate](#) [@CommsChat](#) [#commschat](#) Hi I'm Steve, Sports PR. In terms of sport it has. Fans are no longer in community, but worldwide. SM makes it easier - 8:24 PM Jan 23rd, 2012



[Phil Mohr](#) dell I guess is often mentioned. but i guess list of bad ones is still longer [#commschat](#) [#socialcrm](#) [#crm](#) -8:24 PM Jan 23rd, 2012



[SheilaS](#) [@CommsChat](#) Thanks, I'm also [@AWCchat](#) - am mostly lurking since CRM knowledge is pretty minimal. [#commschat](#) -8:23 PM Jan 23rd, 2012



[Communicatomag](#) SAS are a brand that seem to be fairly amazing at this. Any other big names that leap out? [#commschat](#) -8:23 PM Jan 23rd, 2012



[robertcgage](#) [@CommsChat](#) Rob Gage (media - large plane maker). Yes it has! Doing it well - [@BTcare](#) [@BandQ](#) to name two...[#commschat](#) -8:23 PM Jan 23rd, 2012



[Phil Mohr](#) Q2: 1:1 has def made brands more aware. Questions r often answered quicker, etc. good trend + beneficial for customers [#commschat](#) -8:22 PM Jan 23rd, 2012



[Phil Mohr](#) [@lexmarkus](#) depends on how much you can remember ;-) [#commschat](#) - 8:21 PM Jan 23rd, 2012



[CommsChat](#) Hi to [@eModeration](#) [@AWCchat](#) [@SheilaS](#) please feel free to contribute [#commschat](#) -8:21 PM Jan 23rd, 2012



[LexMarkus](#) [#commschat](#) [@Phil\\_Mohr](#) Yes, but it's also possible to work w/ CRM without CRM software. Not recommended, but still possible. -8:20 PM Jan 23rd, 2012



[Phil Mohr](#) However, customers can become advocates when questions r dealt with well [#commschat](#) -8:20 PM Jan 23rd, 2012



[Phil Mohr](#) Customer <-> brand interactions r often related to complaints + brands often broadcast "ad" content [#commschat](#) -8:19 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) RT [@CommsChat](#): Lets move to Q2. in short, has social enabled a breakthrough in 1 to 1 relationships between brand and audience [#commschat](#) -8:19 PM Jan 23rd, 2012



[AWCchat](#) Going on right now, hosted from the UK - [#commschat](#) on social CRM - 8:19 PM Jan 23rd, 2012



[SheilaS](#) Going on right now, hosted from the UK - [#commschat](#) on social CRM -8:19 PM Jan 23rd, 2012



[Phil Mohr](#) [#commschat](#) Q2: Yes, at least it has the potential. But do all customers and brands want personal relationships? -8:19 PM Jan 23rd, 2012



[eModeration](#) Taking a look at [#commschat](#) with [@phil\\_mohr](#) of Comufy ... <http://t.co/oEbKHvXk> -8:18 PM Jan 23rd, 2012



[Phil Mohr](#) what u do with it depends on ur goals ;-) I know easy way out ;-) Selling is one, in particular if u r after ROI [#commschat](#) -8:18 PM Jan 23rd, 2012



[CommsChat](#) Lets move to Q2. in short, has social enabled a breakthrough in 1 to 1 relationships between brand and audience [#commschat](#) -8:18 PM Jan 23rd, 2012



[Phil Mohr](#) [#commschat](#) [@LexMarkus](#) software is only one part of it - but the key is what u as the user do with it -8:17 PM Jan 23rd, 2012



[CommsChat](#) Are the new solutions implying it's really become a mainstream automated customer interaction tool. no longer in the shadows? [#commschat](#) -8:16 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) ...and then - crucially - what you DO with that knowledge. How you use it to target, segment, serve, help, sell, etc [#commschat](#) -8:15 PM Jan 23rd, 2012



[Phil Mohr](#) [#commschat](#) [@tlittleton](#) do u have any great example of a really good integration? -8:15 PM Jan 23rd, 2012



[BeyondBamboo](#) RT [@mynewsdesk\\_uk](#): So, we're discussing what is social CRM... [#commschat](#) -8:15 PM Jan 23rd, 2012



[LexMarkus](#) [#commschat](#) I get allergic reactions when it's claimed that (social) CRM is software. -8:14 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) [@Lizziehthomas](#) I think it's about the additional knowledge of your

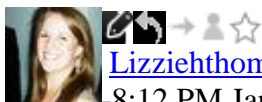
customers and influencers that social channels can provide... [#commschat](#) -8:14 PM Jan 23rd, 2012



[Phil Mohr](#) but when capturing data, it is never a one off - keep collecting over time  
[#commschat](#) [#socialcrm](#) [#crm](#) -8:14 PM Jan 23rd, 2012



[Phil Mohr](#) most powerful data capture I would say are Facebook permissions, if used correctly - very powerful [#commschat](#) -8:13 PM Jan 23rd, 2012



[Lizzie Thomas](#) [@mynewsdesk\\_uk](#) how would you define social CRM? [#CommsChat](#)  
-8:12 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) RT [@Phil Mohr](#): So dont see Social CRM in isolation - combine it with ur existing customer data [#commschat](#) -8:12 PM Jan 23rd, 2012



[Phil Mohr](#) we see a number of standalone solutions + have started to integrate with Oracle CRM, etc - getting better [#commschat](#) [#socialcrm](#) [#crm](#) -8:12 PM Jan 23rd, 2012



[CommsChat](#) Hi Adam. We're talking social CRM. [#commschat](#) -8:12 PM Jan 23rd, 2012



[tlittleton](#) [@Phil Mohr](#) spot on, it's how to embed it within a large corporation to make it meaningful (hi, I'm CEO of [@emoderation](#) btw) [#commschat](#) -8:12 PM Jan 23rd, 2012



[allabouttheidea](#) [#CommsChat](#) So what is the best data captcha? -8:11 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) So, we're discussing what is social CRM... [#commschat](#) -8:11 PM Jan 23rd, 2012



[CommsChat](#) How sophisticated are we getting here, Phil? How many people are utilising social in their CRM? [#commschat](#) -8:11 PM Jan 23rd, 2012



[mynewsdesk\\_uk](#) Hi all. Sorry I'm late! Adam from Mynewsdesk... [#commschat](#) -8:10 PM Jan 23rd, 2012



[Communicatemag](#) RT [@Phil\\_Mohr](#): but for me the key is the quality of the data + how u capture + combine it + use it [#commschat](#) -8:09 PM Jan 23rd, 2012



[LizzieThomas](#) Welcome to CommsChat [@Phil\\_Mohr](#) and [@allabouttheidea](#). I'm Lizzie, staff writer at Communicate. [#CommsChat](#) -8:09 PM Jan 23rd, 2012



[Phil\\_Mohr](#) [@allabouttheidea](#) nice to have you in the chat [#commschat](#) -8:09 PM Jan 23rd, 2012



[CommsChat](#) Hi [@allabouttheidea](#) Welcome to [#commschat](#) -8:08 PM Jan 23rd, 2012



[Phil\\_Mohr](#) but for me the key is the quality of the data + how u capture + combine it + use it [#commschat](#) -8:08 PM Jan 23rd, 2012



[allabouttheidea](#) [#CommsChat](#) Hello all, joining you from creative consultancy All about the Idea -8:07 PM Jan 23rd, 2012



[Phil Mohr](#) first data is very important, it can come from anywhere: re-tweets, Facebook graph data, clicks, ur webpage, etc. [#commschat](#) -8:07 PM Jan 23rd, 2012



[Communicatomag](#) Is it all about data? That seems to be the main thing with CRM? [#commschat](#) -8:06 PM Jan 23rd, 2012



[Phil Mohr](#) So don't see Social CRM in isolation - combine it with ur existing customer data [#commschat](#) -8:04 PM Jan 23rd, 2012



[Phil Mohr](#) Bottom line for me: Social CRM is like a faster version of normal CRM, with different data src+tools to interact with ur customer [#commschat](#) -8:04 PM Jan 23rd, 2012



[Phil Mohr](#) Hi Andrew, There has been a lot of discussion about the definition of SOCIAL CRM, e.g. see [@jangles](#) post: <http://t.co/HtP5o3eK> [#commschat](#) -8:03 PM Jan 23rd, 2012



[CommsChat](#) [@Phil Mohr](#) Hi Phil. As always, definitions are a good place to start so Q1) how do you define CRM in a social media context? [#commschat](#) -8:02 PM Jan 23rd, 2012



[CommsChat](#) As we go through the topics please feel free to comment & kick in. But a short intro in your first tweet is always a polite start [#commschat](#) -8:01 PM Jan 23rd, 2012



[Phil Mohr](#) Hello everyone! Nice to meet you all! [#commschat](#) pls follow: [@phil\\_mohr](#) and [@comufy](#) -8:01 PM Jan 23rd, 2012



[CommsChat](#) Tonight we welcome [@Phil\\_Mohr](#) from Comufy. We're discussing social CRM & the switch from broadcast to personal messaging [#commschat](#) -8:00 PM Jan 23rd, 2012



[CommsChat](#) Good evening. Welcome to tonight's CommsChat. I'm Andrew Thomas, the publisher of Communicate magazine [#commschat](#) -8:00 PM Jan 23rd, 2012