

## **Week 3 Assignment Scenario**

### **Social Commerce and Electronic Commerce**

#### **Executive B's Request**

Greetings! I know you have a great deal on your plate, but perhaps you can help me with the following issue I am having. Social media infused with electronic commerce is generating such a high volume of data that understanding my customer base is problematic. Although I understand some of my user or customer characteristics (i.e., gender, age, income, and marital status), these things are speculative based on purchases. I want to improve my customers' satisfaction, and I need to form a strategy to understand the integrated social media and e-commerce customer. For our next meeting, I need to know the following:

- What things should I consider as I measure my social media and e-commerce customers' characteristics and behaviors?
- What challenges do you foresee with trying to improve e-commerce customer satisfaction? Provide one or more examples of challenges other companies or business leaders have experienced to illustrate your point.
- Based on your experience and any research you've done, what are some best practices for understanding e-commerce customer satisfaction? Explain your rationale for any best practices you identify.

If you can provide this preliminary information prior to our upcoming follow-up meeting, I believe it will ensure we are communicating effectively, and it will help expedite my business colleagues' exchange of ideas during our strategy meeting.