Organisation's quality systems and customer relationship management

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MODULE: UNDERSTANDING AND ENGAGING IN THE CUSTOMER EXPERIENCE (BMSW5103_LON)

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1. Executive Summary

The report investigates how internal and external factors influence ALDI's customer relationship management and quality processes. The fast pace of life and the needs of UK customers have changed, which has pushed ALDI to improve its customer services to be satisfied and loyal. We highlight ALDI's dedication to delivering high-quality products and services while fostering strong customer connections. ALDI's quality systems encompass rigorous standards, supplier partnerships and efficient processes to ensure consistent excellence. Regarding customer relationship management, ALDI values customer feedback, uses data-driven insights, and employs personalised approaches to improve the shopping experience. This integrated approach to quality and customer relationships positions ALDI as a trusted, customer-centric brand in the retail industry.

2. Introduction

The report demonstrates the understanding of the quality process, identifying theories, and marketing methods that are relevant to ALDI, as the company chosen to make the report. We also see the benefits and challenges between customers and people in the company. We used the appropriate structure for the preparation of this report and included in the final part the references of the research. ALDI's organisational quality systems coupled with CRM (Customer Relationship Management) illuminate the dynamic approach ALDI employs to achieve both product excellence and exceptional customer experiences. This introduction offers insight into how ALDI's dual focus on quality and customer relationships has propelled the company to a position of prominence in the retail landscape.

ALDI's organisational quality systems are the backbone of its commitment to delivering superior products. With a robust framework encompassing rigorous standards, supply chain

collaborations and meticulous processes, ALDI ensures that each product aligns with its high-quality benchmarks, fostering trust and satisfaction among its customer base.

Complementing its dedication to quality, ALDI's CRM strategies underscore its customer-centric ethos. By leveraging data insights, actively seeking customer feedback, and providing personalized interactions, ALDI forges meaningful connections that transcend transactions. This approach not only improves the buying journey but also builds brand loyalty and advocacy. Throughout this exploration, we delved into the symbiotic relationship between ALDI's organizational quality systems and its innovative CRM practices. Together, these pillars illustrate how ALDI effectively balances accuracy and customer care, positioning itself as an industry leader that continually meets and exceeds the expectations of both quality-conscious shoppers and those seeking memorable retail interactions.

A customer relationship management (CRM) system collects, organizes, and manages all customer information to track the buyer for each person they interact with, streamlines communication, improves customer experience, and improves data management. The use of a CRM is important because it centres ALDI's growth around customers, and aligns sales, marketing and service teams. Synchronize and share data with ease, automate daily tasks, create workflows, simplify customer interactions, and create custom dashboards to report important ALDI metrics. The most used CRMs with good reviews currently are: Monday Sales CRM with a 9.7 exceptional score, Pipedrive and Hubspot have a score of 9.3 rating it as excellent and Capsule with 8.3 rated as good.

3. ALDI Background and descriptions

We will describe an ALDI store located at the following address, 18 Heybridge Way, London E10 7NQ, focusing on organizational quality systems and customer relationship management, ALDI's important reputation for quality products is maintained through the details of organizational quality systems. With a strong focus on maintaining strict standards and effective quality control processes, ALDI ensures that each of its products on its shelves meets the highest benchmarks. This dedication to quality fosters trust and loyalty among customers.

ALDI's approach to CRM revolves around better understanding and serving its customers. By actively collecting feedback, utilizing data-driven insights, and creating personalized experiences, ALDI creates lasting connections by enhancing customer-centric programs and improving satisfaction and loyalty. The hierarchy within the organizational structure of this ALDI store in the UK is a clear hierarchy to facilitate decision-making and efficient operations. The hierarchy typically encompasses several levels of management, from store clerks to district and regional managers, culminating in higher leadership positions. This structured hierarchy ensures that customer-centric strategies, policies, and initiatives are effectively implemented throughout the organization. The brothers Theo and Karl Albrecht then started franchising the business and opening other stores. By the end of 1948, there were already four stores, trading under the family name Albrecht. (Dean, 2023)

In this ALDI supermarket, some CRM problems are occurring and the department or departments will be responsible for developing good Customer Relationship Management. ALDI is having problems with customer service being a little personalized because it is not doing a good follow-up of interactions with customers individually, the last semesters it has been getting little productivity in other words it has been wasting time because in this store it was carrying out manual tasks and could not achieve good organization and good time management. ALDI had no vision of opportunities in the short term or the long term, this is because the customers were not well-tracked on their interactions individually.

In the development of a good CRM improving customer service, and being much more personalized to focus CRM on knowing your customers better through their interactions; After each purchase, products that you have been about to buy and why the purchase has not been achieved and with this information to be able to use it for future opportunities or marketing strategies increasing the productivity of ALDI and better managing time, we get a good follow-up of opportunities by synchronizing tasks and recommendations based on the individual follow-up of each customer interaction obtaining valuable information for offers and strategies that best suit each type of customer. To retain customers and achieve loyalty, CRM helps us because, with the information collected, we can offer new promotions, new products or services to the taste of the satisfied customer.

For internal communication problems, Microsoft Dynamics CRM is the best option to increase the improvement in sales processes helping to maintain a good relationship with users, thus reinforcing engagement, adapting to businesses of all sizes and benefiting from their tools Communication problems are currently consequence of the complexities of remote work; Coordination between workers when each one works from different places and

at different times of the day could present great challenges. In an "ALDI a hierarchy within ALDI, we would explore how ALDI effectively balances its commitment to product excellence with its customer-centric approach. Here is a brief overview of each aspect, as well as the hierarchy within ALDI, are attaches great importance to maintaining high quality standards in all of its product offerings. ALDI uses rigorous quality control processes to ensure that products consistently meet its high standards. The company works closely with suppliers to ensure the quality of materials and products. ALDI's streamlined operations and efficient supply chain contribute to consistent product quality. Frequent testing and quality controls help maintain the reliability of the products offered to customers.

Customer Relationship Management (CRM): ALDI's customer-centric approach is about building strong relationships and improving the overall shopping experience. This involves: ALDI actively collecting and valuing customer feedback, using it to improve products and services. The company leverages data to understand customer preferences and tailor offerings accordingly. ALDI strives to create personalized interactions that resonate with every customer. The timely and effective resolution of customer complaints contributes to customer satisfaction and loyalty. ALDI's loyalty initiatives reward loyal customers and provide incentives for ongoing engagement. The hierarchy at ALDI generally follows a traditional organizational structure, with management levels ranging from core employees to senior managers. Decisions and policies are usually set by executive management and are implemented through lower levels of management and execution.

3.1 ALDI PESTLE Analysis

ALDI started operations in 1.990, winning the Supermarket of the Year award two years in a row. We will analyze the internal and external factors of ALDI, and PESTLE analysis, in this study we will also perform a SWOT analysis. A simplified PESTLE analysis for ALDI in the UK is described in a simplified manner:

- ✓ Political: Government regulations related to food safety, labelling, and packaging. The impact of Brexit on the supply chain and import/export processes. ALDI's minimum wage policies and labour regulations affect the workforce.

- ✓ Economic: Economic conditions and consumer spending patterns affecting ALDI's sales. Fluctuations in currency exchange rates due to Brexit or global economic factors. The impact of inflation on costs and pricing strategies.

- ✓ Social: The growing demand for healthier and more sustainable food options, could influence ALDI's product offering. The shift in consumer preferences towards online shopping and convenience. There is increased awareness of environmental issues affecting ALDI's sustainability efforts.

- ✓ Technological: Advances in e-commerce and digital technology affect ALDI's online shopping and delivery services. The use of data analytics to gain insights about customers and personalised marketing. Innovation in supply chain management and inventory control.

- ✓ Environmental: Increasing consumer demand for environmentally friendly and sustainable products. Pressure to reduce the use of plastic and adopt eco-friendly packaging. Adapt to climate change and ensure supply chain resilience.

- ✓ Legal: Compliance with food safety norms and standards. Labour laws and regulations affect ALDI's workforce—antitrust and competition laws in the grocery retail sector. We have to remember that PESTLE analysis needs to be tailored to the specific context and dynamics of ALDI in the UK.

3.2 SWOT analysis ALDI

We will use in a simplified way the SWOT analysis for ALDI in the UK:

- ✓ Strengths:
  - Efficient business model with a focus on cost reduction and operational efficiency.
  - Strong focus on own brand and quality products at competitive prices.
  - Constant expansion and growth in the UK market.
  - Good reputation for the freshness and quality of its products.

- ✓ Opportunities:
  - Growing interest in sustainability and eco-friendly products, which could be an opportunity to expand your offering.
  - Increased awareness of health and wellness, which could drive demand for healthy products.
  - Ability to expand into convenience and online markets.

- ✓ Weaknesses:
  - More limited product range compared to some competitors.
  - Less emphasis on the shopping experience compared to some supermarket chains.
  - Possibility that some consumers perceive that the quality of some private label products is inferior.

- ✓ Threats:
  - Intense competition in the UK retail market from other supermarket chains and online stores.
  - Changes in purchasing behaviours due to events such as the COVID-19 pandemic.
  - Potential challenges related to supply chain management and product availability.

The bottom line of the analysis; PESTLE and SWOT In the case of Aldi Ltd in the UK, if the political and environmental factors can be avoided, then the company will be fine, as it has advantages of the economic and socio-cultural factors. In addition, the technology factor is helping Aldi to attract more customers, not only in the UK but also around the world. In summary, it can be concluded that, with the recovery from the coronavirus, the company has gradually recovered.

4. Models Review

4.1 IDIC CRM Model

The IDIC model was developed by Peppers and Rogers Group as a generic model for implementing CRM in a variety of situations. IDIC represents the following four stages of CRM implementation: Next, we apply the IDIC model's lenses of identifying, differentiating, interacting and personalizing:

- ✓ Identify: ALDI could use data analytics to identify emerging consumer trends and preferences. For example, they could analyze buying patterns to identify which product categories are gaining popularity.
- ✓ Differentiate: ALDI could differentiate itself by introducing unique and exclusive products not commonly found in other supermarkets. This could include partnerships with local producers or sourcing specialist items from across the UK.
- ✓ Interact: ALDI could improve customer interaction by using technology to deliver personalized recommendations. For example, they could develop a mobile app that suggests recipes based on items in a customer's shopping cart.
- ✓ Customize: ALDI may offer customizable options for certain products. For example, they could introduce a "build your own clothes" salad station where customers can choose their ingredients and dressings.

These examples highlight how ALDI could apply each lens of the IDIC model to innovate and provide value to its customers in the UK market. Remember, the effectiveness of these strategies will depend on ALDI's specific goals and the preferences of its client base. To implement the IDIC model effectively, ALDI would need to continuously collect information from clients, monitor industry trends, and adapt its strategies accordingly. Please note that this is a general application of the model and may need to be tailored to ALDI's specific objectives and the UK market. To guide innovation efforts, we will use four aspects: Functionality, Reliability, Convenience and Price. Here's how the IDIC model could be applied to ALDI in the UK:

- ✓ Functionality: ALDI could innovate by improving the basic features and capabilities of its products. This could involve introducing new and unique items, expanding product lines, or improving the quality of existing offerings to meet changing consumer preferences.
- ✓ Reliability: We have to innovate in terms of reliability could mean ensuring consistent quality in all ALDI products. ALDI could continue to focus on maintaining high product

standards and strengthening its supply chain to ensure products are consistently available and meet customer expectations.

- ✓ Convenience: Convenience innovation could involve streamlining the shopping experience for customers. ALDI could explore ways to make the checkout process even more efficient, such as through improved store layouts, mobile apps for faster checkout, or the introduction of new delivery options.
- ✓ Price: ALDI's success is based on its low-cost strategy. Innovating around price could involve finding new ways to maintain or even reduce prices while still providing high-quality products. This could involve optimizing supply chain efficiency, exploring cost-effective sourcing, and passing the savings on to customers.

4.2 Model Competitive Quality Index (QCI)

The Competitive Quality Index model consists of the process of the following steps: acquisition, retention and penetration. The Competitive Quality Index model begins with the external ambience of ALDI's clients, trade missions and other causes that have an impact. Yes, they are ready to buy or have interactions with ALDI's sales department, which in turn, damages the customer experience, in this way, the customer experience would affect what is provided to the customer, and customer management movements are indispensable for customer retention or recovery. The Competitive Quality Index model considers that people and technology are involved in keeping the entire system running. QCI replaced the word "relationships" in CRM. This model starts with customers and ends with customers. The CRM Quality Competitive Index model focuses more on customer management than improving customer relationships, then we will see the following steps:

- ✓ Analysis and planning: We should fill in the data and the gaps they present in their behaviour, and their prospect and then find out what value ALDI provides to the client.
- ✓ Proposal: We should use the needs and behaviours of the client to determine how we are going to serve them and then propose this approach to the client.
- ✓ Information and technology: Check the technology and customer information in the CRM and analyze the data obtained. We should use what we have learned to check, improve or correct technology.
- ✓ People and organization. We should select certain employees to take charge of managing customer feedback, service inquiries, and online reviews.

- ✓ Process management: Sales and customer service teams provide ongoing support to customers, finding gaps and figuring out how to solve them.
- ✓ Customer management activity: The three elements are unique: with the acquisition we get and meet new customers, with the penetration we collect information from the clients and we will influence them to feel connected with ALDI, their objectives and retention keep the clients engaged with ALDI, which would help in the recovery of dissatisfied customers.
- ✓ Measuring the effect: We study the performance of your teams to verify that their work corresponds to sales. The information obtained is specified by observing the work of each sales and customer service representative.
- ✓ Customer experience: We carry out the process similar to the previous point, but the difference is that we focus on customer satisfaction.

4.3 SWOT of Customer Relationship Management (CRM)

- Strengths; With the use of CRM, we get loyal customers and we also recover customers that we had lost and then retain customers. Marketing campaigns help us develop a more personalized service than personalized. The data is centralized and very easy to strategize by tracking every interaction with customers and we have greater efficiency for multiple teams. It also automates and synchronizes communications, helps with daily tasks, identifies your best customers, reports and analyses sales in real-time, increases sales and improves after-sales service.

- Weaknesses; Training staff for the use of the software takes time to learn how to properly use the built-in tools. Data protection regulations must be complied with, high software costs and technical equipment, and resistance to use, may not suit all businesses.
- Opportunities; With the history of each interaction, we can improve and provide a more personalized service, segment customers according to their needs and preferences, allowing us to create marketing campaigns aimed at different groups of customers and automate marketing and customer service processes.

- Threats; The people in charge demand perfection in the use of CRM, implementation without integration, competition is tough, supply chain challenges and a difficult labour market.

5. Application of the QCI Model to the CRM ALDI Problem

CRM models after being studied and analyzed, I will discuss the best way ALDI can solve CRM problems using the QCI model. The QCI model is relevant to the ALDI supermarket, as historical data helps us to know customer interactions individually and give a more personalised user experience and engagement with each customer this information personalises marketing efforts and promotions, improves loyalty programs and improves customer experience, increases customer retention and customer satisfaction and builds loyalty in the ALDI brand. We will use the QCI CRM model to track customer behaviour, purchase history, and preferences. The Competitive Quality Index model consists of three main activities: acquisition, retention and penetration.

It focuses on customer management by analyzing and planning the data and behaviours of the potential customer by finding out the value that ALDI brings to the client. The needs and behaviours of the ALDI client will determine the quality of service and the proposal to the client. We analyze customer data in the QCI CRM model, reviewing and modifying the technology or updating it. We manage customer feedback, service inquiries and online reviews by electing employees to that responsibility. By identifying deficiencies, we discover how to solve them through the sales and customer service teams. We obtain, and meet new customers with the acquisition, collect customer information and help them feel connected to ALDI, keep loyal and engaged customers and win back dissatisfied customers through retention. We obtain detailed information from each sales and customer service representative. We perform the same process as in the previous step but focus thoroughly on customer satisfaction.

5.1.0 Marketing theories

Marketing Mix; They are the marketing activities we use to meet the changing needs of the customer and visualize our offer in the mind clearly of the customer. It consists of the 7Ps: product, price, place, promotion and three more elements that help us face the problems of marketing service, people, processes and physical evidence. The marketing mix also known as the 4Ps (Product, Price, Place, Promotion), refers to the set of tactics that a company uses

to promote its products or services to its target market. In the context of ALDI, here's a brief overview of how the marketing mix is typically applied:

5.1.1 Four Ps

- Product: ALDI focuses on offering a range of high-quality private-label (store brand) products at competitive prices. Their products are often presented in minimalist packaging with a no-frills approach, emphasizing value and affordability.

- Price: ALDI is known for its low-pricing strategy. They aim to provide customers with high-quality products at prices lower than competitors by focusing on cost-cutting measures, efficient supply chains, and reducing overhead costs.

- Place: ALDI's stores are strategically located in convenient areas, often inaccessible suburban or urban locations. The store layout is designed for efficiency and ease of shopping, with a limited selection of products and a straightforward shopping experience.

- Promotion: ALDI's marketing approach tends to focus more on in-store promotions and word-of-mouth recommendations rather than elaborate advertising campaigns. They rely on their reputation for value and quality to attract and retain customers. It's important to note that marketing strategies can evolve.

5.1.2 SERVQUAL

The application of the SERVQUAL model in the ALDI supermarket allows a nuanced analysis of the quality of its service and customer relationship strategies. We will explain how the SERVQUAL model can be applied to ALDI's quality systems and customer relationship management in the UK:

- Tangibles: ALDI is known for its no-frills store design, focusing on simplicity and efficiency. This can be seen as a tangible element of your service. The design, cleanliness and organization of ALDI stores contribute to the overall customer experience.
- Reliability: ALDI is consistent in terms of product availability and pricing. Customers usually know what to expect when they visit an ALDI store. The "Special Shopping" section and weekly promotions are reliable features that attract customers looking for unique items at affordable prices.
- Responsiveness: ALDI's payment process is designed for speed and efficiency, minimizing wait times for customers. Store design and clear signage help customers quickly locate products, improving responsiveness.
- Warranty: ALDI staff is known for their efficiency and effectiveness in managing payment and replenishment processes. The ALDI brand is associated with quality and value, instilling confidence in customers that they are getting good products at reasonable prices.
- Empathy: ALDI may focus more on efficiency than personalized interactions, which could affect the empathic aspect of the service. However, ALDI's approach to offering products that meet diverse dietary needs shows a level of empathy towards different customer preferences.
- Customer Relationship Management (CRM): ALDI's Customer Relationship Management strategies can focus on profitable loyalty programs, discounts, and promotions that resonate with your price-conscious customer base. While personalized interactions may not be a central aspect, ALDI's consistent pricing and product availability contribute to maintaining customer relationships.
- Complaint resolution: ALDI's approach to handling complaints may involve swift action to address issues with products or services, aligning with its emphasis on efficiency. ALDI's approach may differ from traditional service providers due to its business model, which we have managed to build a strong customer base through its unique value proposition and its commitment to simplicity and profitability.

6. Five forces model used in ALDI in the UK

Below, we detail Porter's five forces model as it might apply to ALDI in the UK:

- Threat of New Entrants: ALDI's established presence, efficient supply chain, and economies of scale create barriers for new entrants to replicate its low-cost model. While the UK grocery market is competitive, ALDI's reputation and infrastructure deter new players to a certain extent.

- Bargaining Power of Suppliers: ALDI's focus on private label products allows it to have more control over suppliers, thereby reducing their bargaining power. However, as the grocery sector is competitive, suppliers may still hold some leverage, especially for specialized products.

- Bargaining Power of Buyers: Buyers in the UK have a wide range of choices, which can put pressure on prices. ALDI's pricing strategy aims to address this by offering value. However, ALDI's strong brand and unique product offerings might mitigate some of the buyers' bargaining power.

- Threat of Substitute Products or Services: In the grocery sector, there are various substitutes, including other supermarkets, convenience stores, and online grocery delivery services. ALDI's focus on low prices and unique products might differentiate it from these substitutes.

- Intensity of Competitive Rivalry: The UK grocery market is highly competitive, with several major players vying for market share. ALDI's strong presence in the market means it's engaged in intense competition with other supermarket chains, each striving to offer value and attract customers.

Remember, the analysis can vary based on specific market dynamics, consumer behaviour, and economic conditions. For the most accurate assessment, considering up-to-date industry reports and analyses would be recommended.

6. Recommendations

- The company should provide more training for its customer services depart.
- Spend more money on staff training.
- The company should invest more in improving marketing.
- A recommendation for ALDI to further improve its ALDI model experience is to start using retention and loyalty programs, to further personalise the personalised and standardise ALDI customer service.
- A recommendation of CRM for ALDI is a good choice for selling and marketing and providing standard help to customers.

7. Conclusion

In conclusion, ALDI's unwavering commitment to excellence and customer satisfaction, by implementing strong quality control measures, strict compliance with standards and fostering strong relationships with suppliers, ALDI ensures that its products consistently meet high-quality benchmarks. At the same time, ALDI's customer relationship management approach, which includes listening carefully to customer feedback, and gaining data-driven insights and personalized experiences, demonstrates ALDI's dedication to understanding and meeting customer needs. Through the integration of these practices, ALDI not only maintains its position as a trusted supplier of quality products but also cultivates lasting relationships with its customers, contributing to its continued success in the retail industry. Using CRM, a key business strategy that could help companies improve customer experience, increase sales with improved loyalty programs with better inventory management, better communication with customers and get better efficiency is more profitable.

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