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Introduction

- The presentation will discuss CRM and its expansion in the current world via digital and social tools.
- It emphasises the role of social media in real-time engagement and customer dequeuing at Tesco.

The presentation shed light on the explanation of customer relationship management. Iterating the growth of digital and social media customer relationship management is growing more in today's market environment. This presentation will cover how digital and social media create smooth relationships with customers and companies. Tesco is a large global retail organisation that is highly dependent on social media. This text will provide a clear overview social media plays a crucial role in real-time customer interaction and data-driven personalisation.

Introduction to CRM

- CRM is involved with taking care of all customer relations with the aim of making loyal and satisfied customers through tools such as Tesco's Clubcard (Alam *et al.*, 2021).
- CRM is also used by Tesco to analyse client behaviour and improve experiences increasing loyalty and repeat patronage.

As per the view of Alam *et al.*, (2021), CRM is a strategic concept majoring in the management of customer relations with the overall aim of ensuring loyalty, commitment and satisfaction among the client base. With the help of CRM, organisations are going to notice how customers operate and give the right cues. Tesco is a clear example of this strategy because the firm uses technologies such as Clubcard to collect customer information to help offer better experiences and, therefore, sustain customer loyalty.

Definitions of Digital and Social Media

- Digital media consists of the Web, applications, and emails where content is being shared, for instance, Tesco's online grocery store (Tagg, 2015).
- Marketing communication tools include Facebook and Twitter as tools of conversation, publicity and immediate interface with customers (Laor, 2022).

Digital or Web-based communication on the other hand describes the use of websites, applications and emails to disseminate custom content. With its website, the business incorporates significant digital media use for online grocery shopping and mobile applications for customers (Tagg, 2015).

Social media entails the use of websites such as Facebook, Twitter and Instagram mostly for two-way communication. It uses them to communicate with clients, address their grievances and even in the promotion of a particular campaign (Laor, 2022). They also help to achieve

actual-time communication, brand credibility, and the creation of a community which can be contrasted with the customers' expectations of promptness and openness to boost its advantage and loyalty.

Digital and social media in CRM

- Digital media provides a real-time interface therefore enhancing the CRM that in turn measures high customer satisfaction (Linkedin, 2024).
- Tesco manages to connect CRM tools such as Clubcard and social platforms to enhance methods and practices in CRM.

CRM is enhanced by digital and social media as the two provide real-time interaction, individual communication, and customer information. These media are incorporated into CRM to gain insight into customer needs and preferences as well as to be able to anticipate their needs in a bid to build loyalty (Linkedin, 2024). For instance, the application – Clubcard and social tools help the company fulfil clients' needs while in the process linking satisfaction to loyalty. Through this application, the individual company assesses and streamlines their workflow as well as improves the CRM strategy.

Overview of Tesco

- Tesco is a British Multinational retailer which operates the global retail market (Tescopl, 2024).
- Tesco is also one of the four leading supermarkets in the UK with a market share of 27% More about Tesco (Bedford, 2024).

In 1919, Jack Cohen opened Tesco as a market stand at the end of London. Tesco initially launched its location to get into the retail industry. From a small grocery store, Tesco gradually grew into an international retail business that is now home to both the UK's top supermarket and the world's largest retailer (Tescopl, 2024). Beginning in 1970, Tesco began diversifying its product line, venturing into a number of industries, including banking, electronics, apparel, and securities. Tesco Plc holds a 27% market share in the UK and is regarded as one of the classic Big Four supermarkets, along with Asda, Sainsbury, and Morrison, according to a Statista analysis (Bedford, 2024).

Tesco's Digital Engagement Tools

- The tools used by Tesco for CRM improvement are Clubcard and SmartScreen as well as the possibility of an e-mail subscription (Tesco, 2024).
- SmartScreens advertising techniques add traffic to stores and boost point-of-sale purchases (Luminati, 2023).

Tesco uses in maintaining a strong CRM using the digital tools: Currently Tesco Clubcard has an application for mobiles with coupons depending on shoppers' past spending spree whereas, through email subscription, customers are informed about discount promotions (Tesco, 2024). Thus the website provides an easy way of shopping on the online platform. Moreover, Tesco Plc used SmartScreen technology to improve its digital advertising strategy over 500 screens are located outside the company's stores. In this way, the company increases 75% of in-store shoppers as well as point of sales (Luminati, 2023). These tools enhance customer loyalty, ease, and confidence – all of which hardwire Tesco as a digital-savvy retailer.

Tesco's Social Media Strategies

- Customers can use Facebook, Twitter, and Instagram among other forums to contact the firm and be directed to loyalty programs for example the Clubcard (Marketingweek, 2024).
- Marketing communication specifically through social media platforms enables brand familiarisation and customer patronage.

The core social media strategies for Tesco are based on reaching customers on their most active platforms. For instance, Facebook encourages coupons and activates segments; on the other hand, Twitter solves inquiries quickly. Instagram features artistic campaigns. According to the statistical report of 2023, the social media marketing campaigns of Tesco drove its awareness by 12% and motivated the use of consumers by 7% by applying Clubcard in their purchasing time (Marketingweek, 2024). In this regard, Tesco is able to build direct interaction, and relationships, and stay current in a significantly social media-inclined market space.

Real-Time Customer Interaction

- Tesco offers impulse responses on sites like Twitter, thus, ensuring customer trust in the brand (Kianto, 2021).
- Real-time communication gives clients the signals that they are important, hence enhancing the overall performance of the business and brand image.

Real-time communication is one of the primary emphases of Tesco's CRM initiative. It can also use social sites such as Twitter for quick response to issues raised by a customer ultimately increasing their confidence in the company. Such interaction creates an implication that the customers are valued, and joyfully solved, and enhances the image of the brand (Kianto, 2021). This direct communication strengthens commitment, as well as improves Tesco's client orientation.

Data-Driven Personalisation

- Clubcard operated by Tesco gathers information for specific promotions hence promoting customer loyalty and subsequent purchases (Soltanifar and Smailhodžić, 2021).
- It helps in product placement in the concerned marketing effort, and strengthening customer relationships.

Tesco as a leading company is exceptionally good at employing data analytics for personalised marketing. Clubcard Programme gathers information about the consumers' procurement pattern hence it can offer suitable promotions for the consumers. This in turn increases the returns of satisfaction amongst the consumers, hence they order more from this company (Soltanifar and Smailhodžić, 2021). It also helps Tesco with its product placement and marketing activities and formulates the essence of data-driven CRM in building better associations.

Critical Evaluation: Advantages

- CRM enhances attention through special offers, Channel integration of shopping and loyalty of communication using social media platforms (Iftikhar, 2023).
- The technology guarantees stronger customer retainage, the growth of revenues, and an orientation on the buyer.

The CRM strategy proposed by Tesco has many benefits such as improving customers' attention by offering tailored promotions and providing a smooth omnichannel shopping experience. Social media also encourages communication and enhances loyalty (Iftikhar, 2023). These approaches ensure tangible results including increased retention as well as increased revenue. The application of digital tools makes Tesco a customer-orientated retailer in the market environment.

Critical Evaluation: Challenges

- The main challenges of the digital CRM strategy are prospective implications for data veracity,
- The company faces competition threats from businesses focused on online selling and threats of negative feedback.

Tesco experiences difficulties in CRM strategy. These are- reliance on accurate data collection and the emergence of digital-first movers such as Amazon. Another negative implication of negative feedback on social media is that it will also come with a threat to the brand image. Solving these problems also entails the need to encourage data Governance, effective reputation management and differentiation strategy. In addition, the tough market competition and low payment suppliers can fail to expand online CRM operations.

Impact on Organisational Performance

- Digital technology can improve customer satisfaction and increase a company's adaptability and customer orientation (Rane *et al.*, 2023).
- It helps to experience steady performance and competitiveness.

Tesco's digital and social media remain effective tools that positively enhance performance by increasing customer retention and satisfaction scores along with using customised and targeted marketing to drive revenues (Rane *et al.*, 2023). The company leverages its Clubcard as a way of demonstrating flexibility when it comes to customers. Nonetheless, the increase in competition in the retailing industry requires the constant introduction of measures to support the performance of retail competitors.

Future Opportunities for Tesco

- AI can be implemented at Tesco to work for the prediction, whereas, the account can toy with TikTok to close proximity to be useful.
- Tesco, innovation such as augmented reality for selling virtual stores will keep Tesco competitive.

Tesco can improve the CRM strategy by applying AI tools for analytical predictive methods, which allows getting to the client's individual approach. Exploding campaigns across new Channels like TikTok is good for reaching youth. There is also differentiation from competitors when implementing augmented reality for experiences of virtual stores. Such innovations can help Tesco maintain its competitive position in a competitive retail environment.

Recommendations

- AI communication, educate social media staff, and pay great attention to customers' feedback.
- Enhance current applications and increase usage of campaigns to build up Tesco's Customer Relationship Management and digital authority.

To further enhance the CRM strategies, specific recommendations for Tesco are the following: Use of a superior kind of artificial intelligence practices in communication with the customers, hiring/training of personnel to efficiently manage accounts in social media and never-ending scrutinisation of customer feedback. Improving an application and broadening social campaigns may strengthen Tesco's position as the leading company that applies digital tools in CRM successfully.

Conclusion

- Tesco's digital and social media plans work well to support the CRM activity, they strengthen loyalty and consumer engagement despite some difficulties.

- Customer-oriented retailing defines the need to adapt the latest technologies in Tesco's operations.

Overall, discussing the whole study Tesco in a strategic context of digital and social media enhances CRM and increases engagement and, therefore, loyalty. Although there are concerns like data accuracy, social media risk and others, techniques like personalisation and real-time interaction show much better performance than conventional approaches. The strategic position and consolidation to come will result from embracing technological change and the reinvention of a customer-centric organisation.

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