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and Management

Module: Building a Sustainable Marketing
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Presentation Tasks

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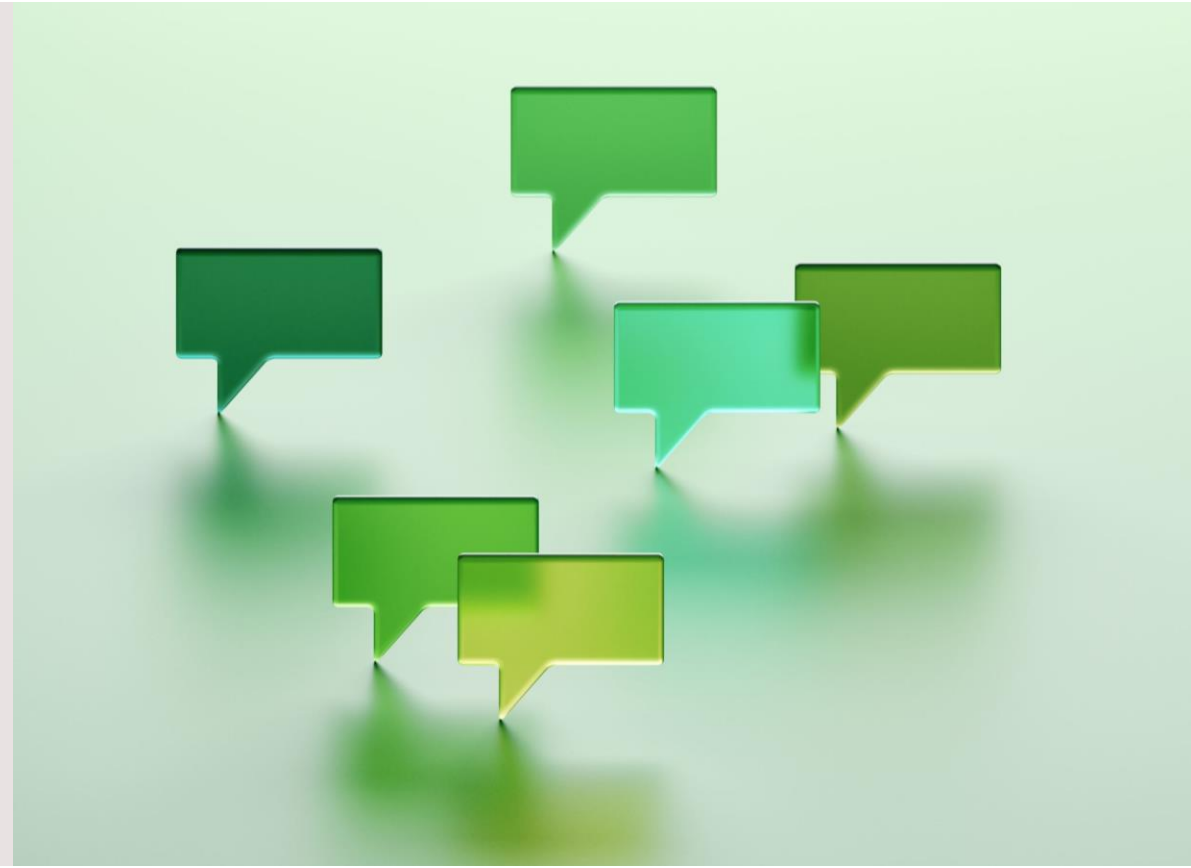
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Introduction

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



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.





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 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.

Overview of Tesco

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

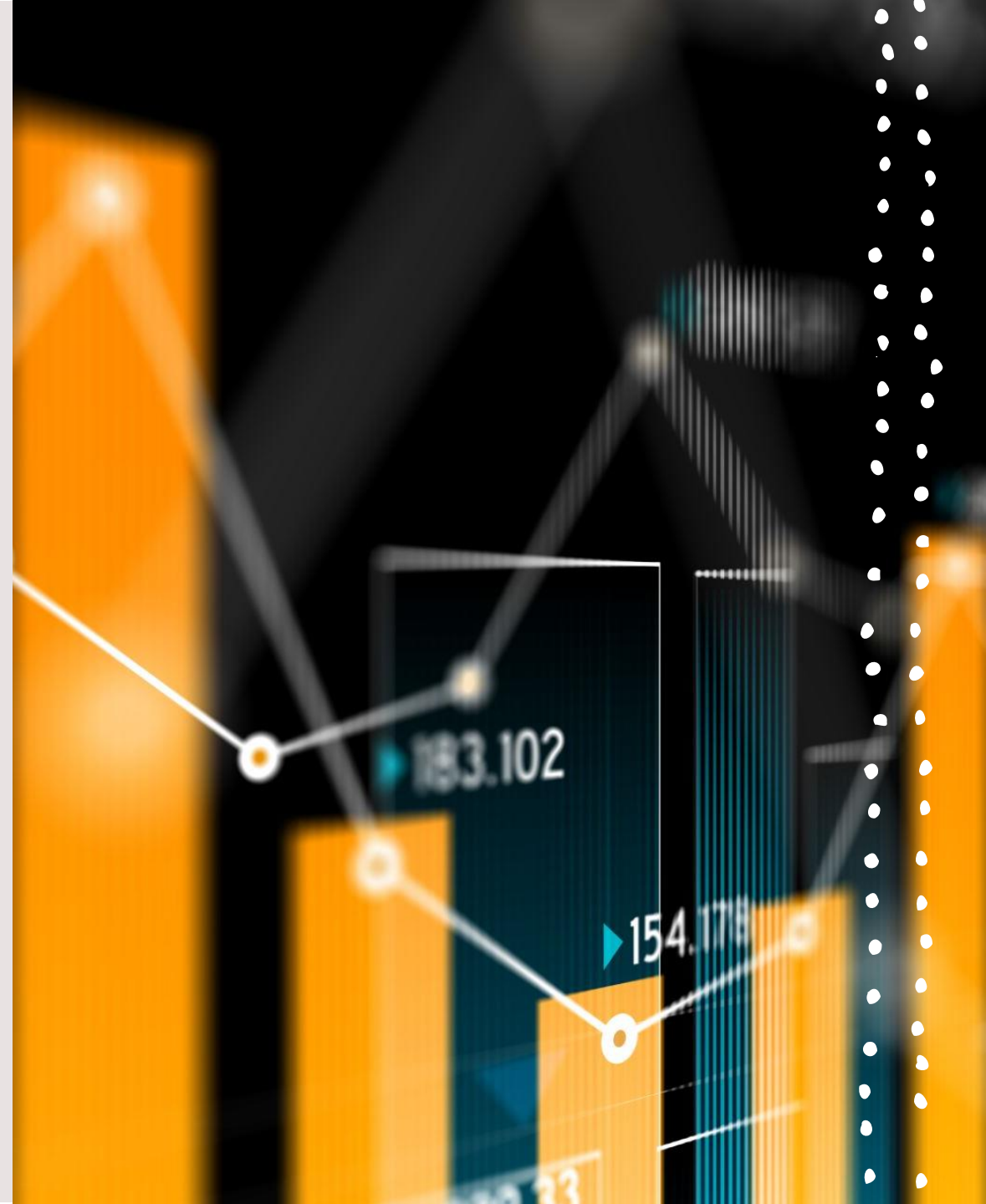
Tesco's Social Media Strategies

- 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.



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.



A blurred background image of a business meeting. Several people are gathered around a table, looking at a tablet or laptop. One person is holding a smartphone. A white coffee cup is visible on the table. The overall tone is professional and collaborative.

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.

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.



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.



A hand is pointing at a bar chart displayed on a tablet screen. The chart consists of several vertical bars of varying heights, representing data. The background is a blurred blue surface.

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.



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.

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.





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.

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