



ASDA STORES LIMITED

Customer Relationship Management

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HISTORY OF ASDA

- 1949 – Associated Dairies and Farm Stores Ltd was founded with Arthur Stockdale as Managing Director
- 1963 UK's first self-service store with discounted products and late Friday shopping.
- 5 of May 1965 ASDA was born ASquith + DAiries = the birth of ASDA
- 1970 – 1990 ASDA's portfolio
 - ASDA is introducing their brand products – high quality and affordable
 - Petrol stations
 - Pharmacy
 - Tickled pink campaign – against breast cancer
 - Home delivery
 - New clothing brand called George

<https://corporate.asda.com/our-story/our-history>

<https://blog.s4rb.com/the-history-of-asda-pocket-tapping-for-52-years>

HISTORY OF ASDA CONTINUED

- From 1999
 - Asda has been bought by Walmart – the world's largest retailer
 - Price cut = match price
- Current situation
 - According to [retailgazette.co.uk](https://www.retailgazette.co.uk) Asda ranked as the worst supermarket for in store and online shopping
 - Profit very low due to Aldi and Lidl supermarkets
 - Awful employees treatment

<https://www.cityam.com/weak-asda-sales-drive-down-walmarts-international-income/>

<https://www.theguardian.com/business/2003/dec/01/supermarkets>

<https://www.retailgazette.co.uk/blog/2020/02/waitrose-rated-best-grocer-asda-worst/>

<https://www.independent.co.uk/news/uk/home-news/asda-job-contract-walmart-gmb-union-dispute-pay-breaks-a9165491.html>

CUSTOMER RELATIONSHIP MANAGEMENT

Definition

CRM - is the combination of practices, strategies and technologies that companies use to manage and analyse customer interactions and data throughout the customer lifecycle with the goal of improving customer service relationships and assisting in customer retention and driving sales growth.

CRM systems compile customer data across different channels, or points of contact between the customer and the company, which could include the company's website, telephone, live chat, direct mail, marketing materials or social media.

(www.searchcustomerexperience.techtarget.com access 28/02/2020)



CRM

- Helpful tool in communicating with customers
- Main areas for CRM cover sales and marketing
- This tool helps to measure customers needs, preferences and interest.
- Can be implemented in a very different ways:
 - websites, social media, telephone calls, chat, mail, email and various marketing materials
- CRM systems depends on people. This system can't work on their own.
- Employees play a very important part while CRM is introduced to the company.

<https://www.forbes.com/sites/forbesagencycouncil/2017/10/24/why-is-customer-relationship-management-so-important/#3b2c1ae97dac>

CRM

Advantages

- Effective customer service after sales
- Increase in company profit
- Encouragement for new customers
- Enhances customer loyalty
- Can improve internal communication in the company
- More efficient call centres

Disadvantages

- High costs
- If people are not willing to communicate effectively, CRM won't work correctly
- Poor communication
- Poor leadership
- Volume of data needs to be stored and secured.

<https://www.nibusinessinfo.co.uk/content/potential-drawbacks-crm-systems>

CRM - ASDA

Benefits to the company in terms of:

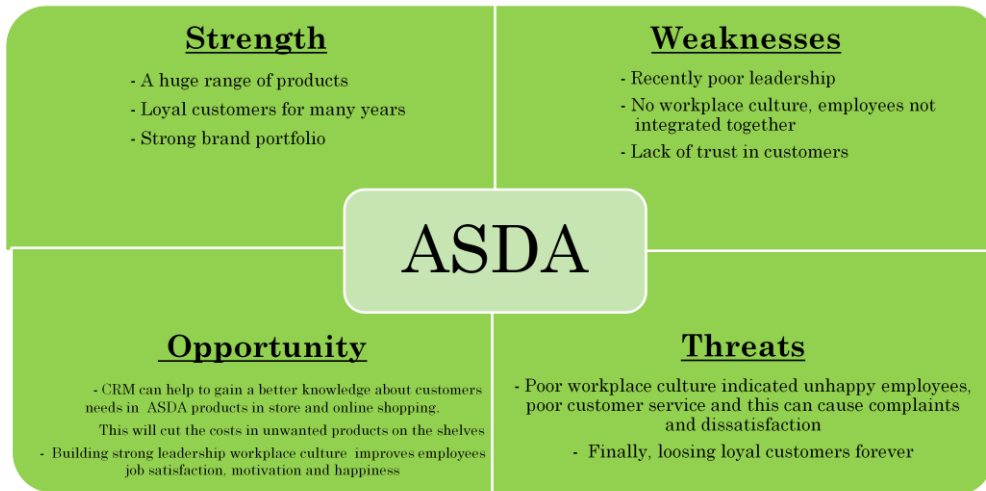
- **Customers**
 - Better knowledge and understanding existing customers needs
- **Suppliers**
 - Improves managing data and reporting in regards to ordered products
- **Managers**
 - Increase in business culture

Potential drawbacks to the company in terms of:

- **Customers**
 - Complaints and dissatisfaction
- **Suppliers**
 - Poor products quality and late deliveries
- **Managers**
 - Lack of leadership

<https://project-management.com/5-advantages-to-having-a-crm-system/>

ASDA – CRM SWOT ANALYSIS



RECOMMENDATIONS

- Implementing CRM system correctly will help the managers develop incredible strong workplace culture with happy, motivated and a very enthusiastic employees. Improving employees satisfaction and workplace culture builds trust, loyalty in employees but also it develops a very good customer service.
- Customer satisfaction measured through CRM system will help build up a valued data about the customer needs and habits. Also through existing customer recommendation, the company will gain a new customers. All this measurements will increase sales and post sales processes like dealing with complains, customer dissatisfaction.

