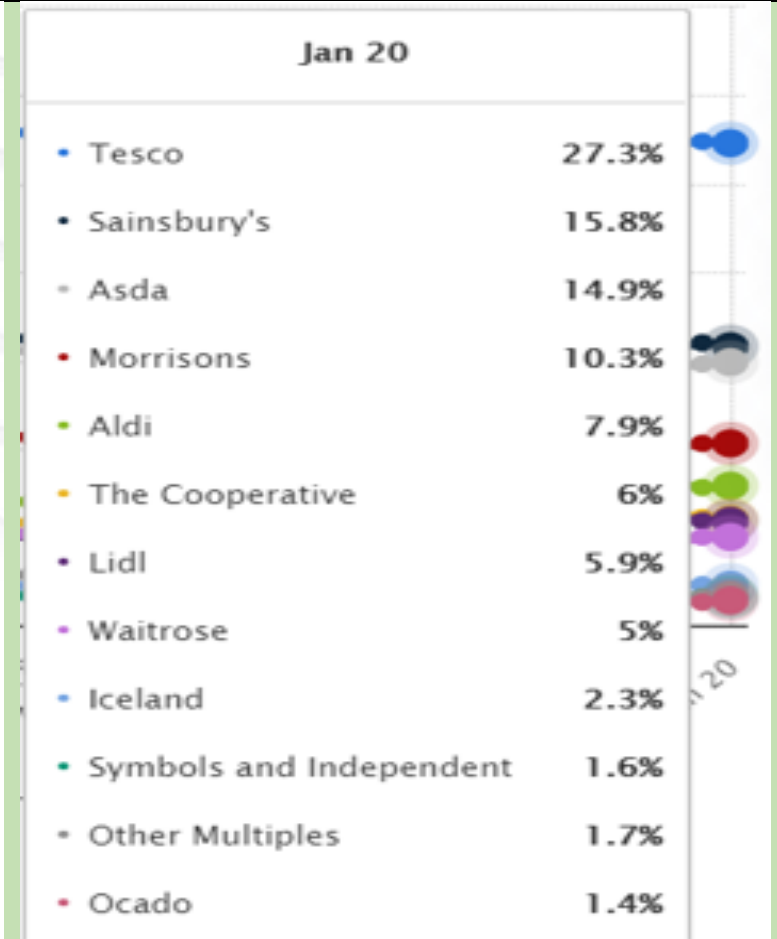
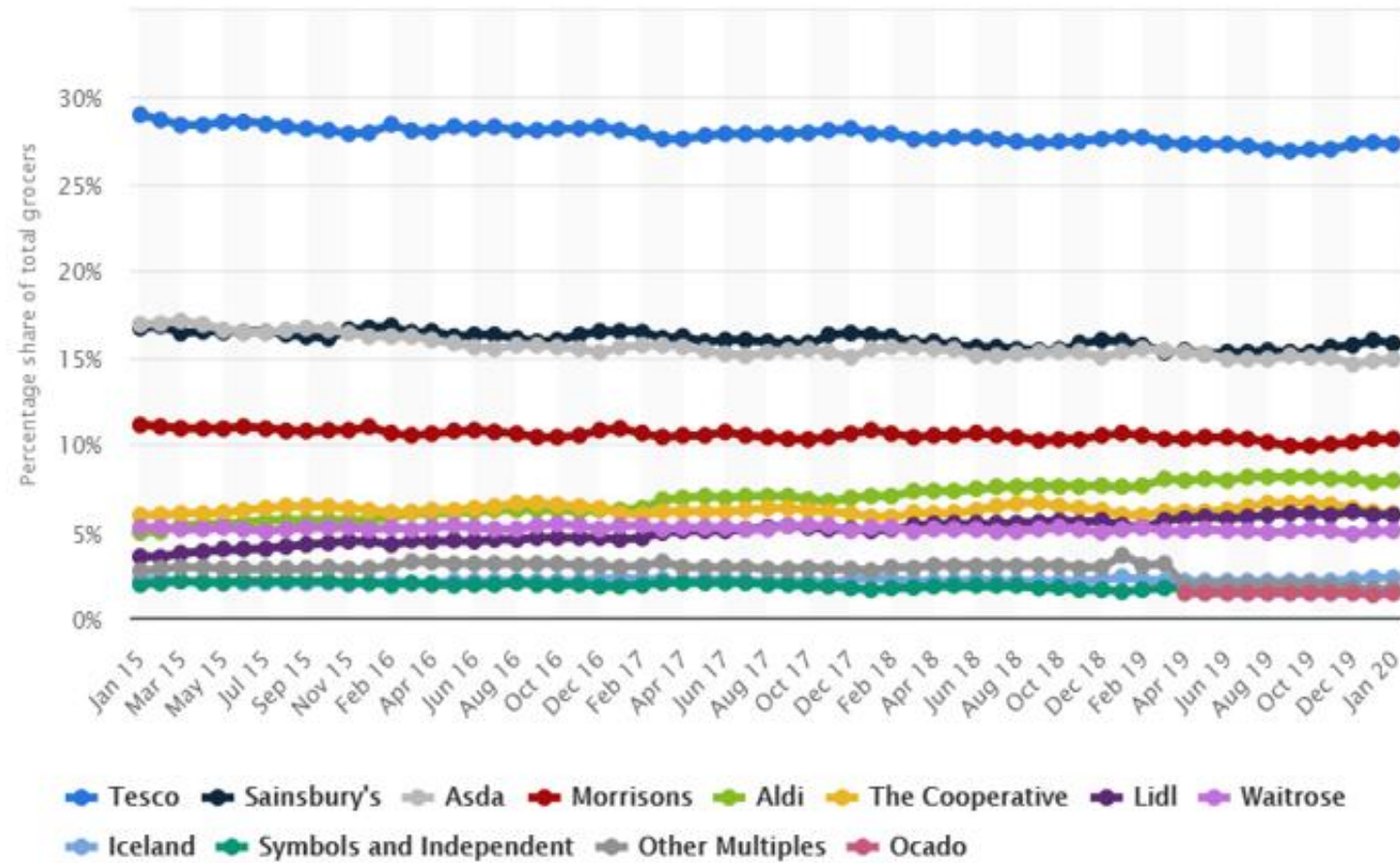

**Understanding and
engaging in the
customer experience.**



Presented by: Katarzyna Kolowrocka
1805961

Image 1 Market share of retailers in Great Britain from January 2015 to January (Wunsch, 2020)



Customer Relationship Management Definition (CRM)

Customer Relationship Management (CRM) 'is business strategy that aims to create and maintain profitable relationship with customers, by designing and delivering superior value propositions. It is grounded on high - quality customer - related data and enabled by information technology' .

(Buttle and Maklan, 2019, p 17)

BENEFITS

For organisation

- Strengthen customers loyalty and encourage frequent shopping
- Reduce marketing cost

For Customers

- Increase satisfaction and shopping experience
- Better deals and offers

For Employees

- Increase job satisfaction
- development

For Suppliers

- Enhance better deals
- Development



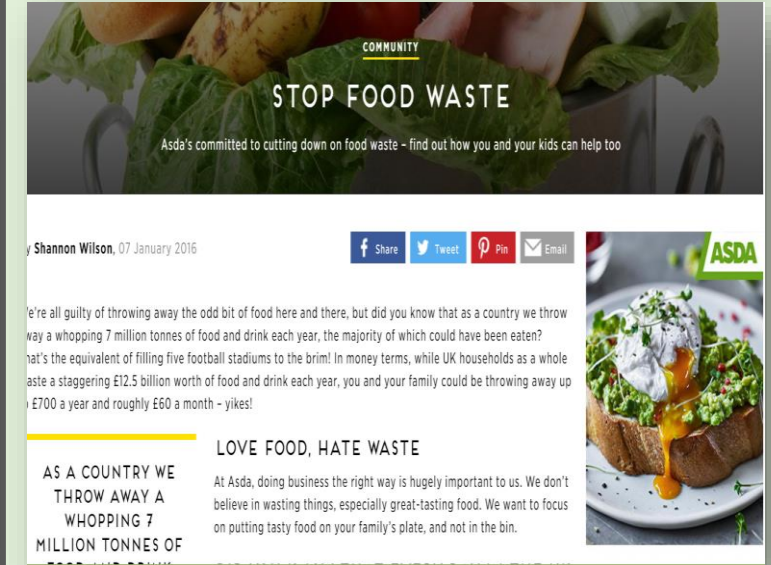


(Tugby, 2015)

TV advertisement



Low prices strategy



(Wilson, 2016)

Website

“Saving people money to help them live better.”

Walton, (Asda, 2020 c)

Suppliers cooperate with Asda (2019) on product improvement, to satisfy customers.



Asda (2019)



Asda (2020)

Employees are local people, who know local communities (Asda, 2020b).

A SWOT analysis based on Asda's CRM

Weaknesses

Poor data
collecting policy
Scandals and
breaches

Strength

Excellent location
Strong brand name

Opportunity

Digital marketing
COVID- pandemic

Threat

Expansion of
discounters
Growing health
consciousness

Recommendations

- Improve data collecting policy
- Segment diversification

REFERENCES:

Asda (2020 b), 'Better Communities', Available at: <https://www.asda.com/creating-change-for-better/better-communities> (accessed 28.03.2020)

Asda, (2019), '*Forecasting statement for our GSCOP suppliers*'. Asda supplier, available at: <https://www.asdasupplier.com/news/important-changes/forecasting-statement-for-our-gscop-suppliers> (accessed 31.03.2020)

Buttle, F., Maklan, S., (2019), *Customer Relationship Management: Concepts and Technologies*, (4th edition), New York: Routledge. p 17

Walton, (2020), '*Our History*'. Asdaweb site, Available at: <https://corporate.asda.com/our-story/our-history> (accessed 29.03.2020)

Wunsch, N., (2020), '*Grocery market share in Great Britain 2015-2020*', Statista [online]. Available at: <https://www.statista.com/statistics/280208/grocery-market-share-in-the-united-kingdom-uk/> (accessed 17.03.2020)

Images References:

Asda, (2019), '*Forecasting statement for our GSCOP suppliers*'. Asda supplier, available at: <https://www.asdasupplier.com/news/important-changes/forecasting-statement-for-our-gscop-suppliers> (accessed 31.03.2020)

Asda (2020 b), '*Better Communities*', Available at: <https://www.asda.com/creating-change-for-better/better-communities> (accessed 28.03.2020)

Tugby, L. (2015), '*Asda brings back famous pocket tap in new ad campaign*'. Retail Week. Available at: <https://www.retail-week.com/customer/asda-brings-back-famous-pocket-tap-in-new-ad-campaign/5076676.article?authent=1> (Accessed 28.03.2020)

Wilson, S., (2016), '*Love Food, Hate Waste*', Asda Good Living. Available at: <https://www.asdagoodliving.co.uk/community/love-food-hate-waste> (accessed 20.03.2020)

Wunsch, N., (2020), '*Grocery market share in Great Britain 2015-2020*', Statista [online]. Available at: <https://www.statista.com/statistics/280208/grocery-market-share-in-the-united-kingdom-uk/> (accessed 17.03.2020)