

DIGITAL SKILLS AND RESEARCH METHODS

Technology in the workplace – ASDA

By: Florina Loredana Lupulescu (1922055)

Ionut Eugen Barbulescu (1921331)

Lucian Pavlov (1921482)

Maria Vladulescu (1921608)

Lecturer: Rula Alousi

Table of contents:

- Introduction
- Company Background
- Challenges before the introduction of modern technology
- Insights to the modern technology introduced
- The impact of the technology introduced
- Lessons drawn from the case study
- Conclusion
- References

Introduction

- The Cambridge dictionary defines technology as being the use of the scientific knowledge and studies to create or produce something new in a certain industry (business, science, computing, medical, manufacturing, space...) (Cambridge, 2020).
- The new things created are helping to improve the efficiency of different activities within an organization or industry.
- Technology has changed us and the world around us and has an impact on everything we do from what we wear to what we eat and how we shop, and how we use it in our workplaces or everyday life.
- In the next few slides we are going to look at how technology is used in an organization, what types and how the company progressed without technology means before.

Background of the organisation



- The organisation for this study case is Asda (Asquit + Dairies), one of the biggest grocery retailers in the UK.
- Asda Stores Ltd. Was founded in 1949 and is a British supermarket retailer with the headquarters in Leeds, West Yorkshire and started as a butchery shop, now has hundreds of supermarkets all over the country.
- Asda offers a range of customer services and products with the very best value and is committed to offer shoppers every day low prices.
- Over the years, Asda has strived on the market utilising the traditional technology and adapt it over years to the latest modern technology to keep up with the changes in the industry.

Challenges before the introduction of modern technology

Efficiency

- It is one of the challenges which was faced in the absence of modern technology, as organization used to invest resources and money to trial products and improve efficiency.
- In order to keep up with the changes, traditional grocery retailers had to improve or change the way they were serving customers their products.
- Asda for example back, in the past opened their 1st self-service supermarket and introduced the concept of food discount to offer customers value for money.
- And in 1977 they launch the ASDA Price TV advert (Asda, 2020).



Challenges before the introduction of modern technology

Effectiveness

- Dealing effectively with the activities carried out in the organization used to impact on the image of the company and with effect on customers too.
- Arranging the structure of the shop for easy search of products is not enough, the products offered must be of high quality with a long shelf life and have a low price, and of course promotions.
- Customer's needs , habits and health preferences are constantly changing, and grocery shops had to adapt and satisfy the customers needs (Owen, 2020).
- With the help of modern technology and science, Asda is testing a product called Apeel on fruits and veggies that will double the life of products on the shelf and halve the food waste and help the environment to (Apeel sciences, 2019).

Challenges before the introduction of modern technology

Competitive challenges

- Is another obstacle that the companies are facing in order to stay on the market.
- The grocery industry offers the same products and services and to keep up with the everyday changes, they need to focus on updating their stores and products according to modern changes out there and customers requests.
- Innovation, reputation and relationships are very important in this competitive industry.
- Some grocers are adapting more easily than others, and each must come up with ways to stay strong like the use of discounts, going online, delivering products, keep prices low and offer promotions.



Challenges before the introduction of modern technology



Scope

- Asda's aim was from the beginning to deliver excellent quality services and value for money to customers.
- The George clothing range was introduced in 1989 and in 2000 they launched home shopping delivery to expand, and diversification on products and quality.
- It even connected in the community with a sustainability programme to raise money for charity, helping Breast cancer and Children in Need.
- To expand more, the first drive-thru click and collect was opened in 2012.

Insights to the modern technology introduced

There are different types of modern technology which have been introduced in the market and Asda is keen to try them and is looking for new ways to make shopping easier and convenient for customers.

- Communication technology
- Business technology
- Marketing technology
- Production technology



3D Hologram

Insights to the modern technology introduced

Communication Technology

- Asda improved communication between staff through workplace by Facebook programme group where staff can connect with colleagues from other stores.
- Has installed the Vocovo headsets that staff uses to communicate and help customers faster in the store. They can take external phone calls through them and request assistance at the tills with a press of a button (Vocovo,2020).
- Relation with customers is improved through online shopping website and click and collect. The mobile app can also help with budgeting and can be used in shop to scan bar codes.
- In 2018 the first 'parcel tower' was introduced that allows customers to collect online orders in less than 60 seconds (News and Blogs Teams, 2020).

Insights to the modern technology introduced

- “Hey Google, ask Asda to add bread to my basket”- voice enabled grocery shopping on google assistant enabled smart phones, google home service, Chromebook and android TV.
- The use of in store interactive kiosks/call points – provide customers with information and product details.
- Loyalty cards and discounts to attract customers and give promotion coupons.
- Customer Relationship management (CRM) software to track customers.



Interactive Kiosk 11

Insights to the modern technology introduced

Business technology

- Nowadays , technology is a necessity, and anyone can afford a certain type of technology either in their lives or workplaces. But no one can live without technology.
- All businesses are using technology to improve their work and profits within their organisation and offer better customer service and satisfaction.
- Computers and software programmes, networking, telephone and voicemail systems, financial accounting systems, inventory control systems and customer relationship management (CRM).
- Asda is using all this technology and more in all the stores to get better results and help with inventory, manage ordering, and track pricing.

Insights to the modern technology introduced

Marketing technology

- In the need to flexibility and keep up the pace on the market, in 2008 Asda started using the e-commerce website making products available to the consumers on the online.
- E-commerce is the purchasing and sale of goods and services through the internet, and the transfer of information and payment to secure activity (Shopify, 2020).
- Non-food items and George clothing was introduced to online sale (Retail Technology,2020).
- Pay pal was introduced with the online shopping for mobile payments.
- This helped Asda increase profit and attract new customers.

Insights to the modern technology introduced

Production technology

- Production technology usually relates to the equipment used to make and, test product.
- Asda is embracing the production and growing of products in the UK.
- Has partnerships with local farmers and factories to bring fresh and quality foods in the stores, daily.
- It also introduced the innovative LED light technology for the growing season of vegetables in farms all year round no matter the weather.



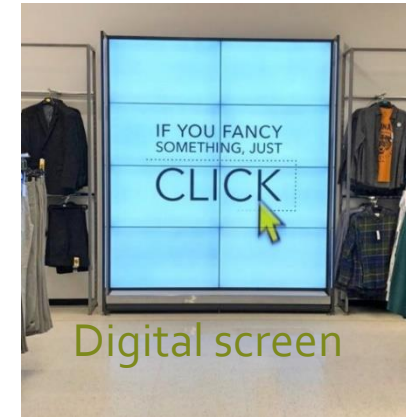
The impact of the technology introduced

- Managers at Asda are very pleased with the use of IT systems and introduction of new technology to change and innovate to stay on the market.
- The E-commerce platform boosts earnings and creates security for transaction and customer data.
- With the click and collect around 60 % of online orders are picked in stores and this enables more customer visits that don't leave without buying other products.
- The use of LED lights reduce energy that is used for heating and ventilation and is an environment friendly growing process – the way forward for horticulture.
- There are disadvantages of using technology to, like pollution and effects on health but grocers are trying to minimise these through sustainability initiatives.

Lessons drawn from the case study

- Modern technology is an important aspect which needs to be looked at by all organisations in order to survive.
- It also helps the organisation to overcome competitiveness and brand awareness in the market.
- Some of the technologies introduced are easing our shopping experience and have great benefits for us.
- Customer needs are constantly changing, so grocery stores need to improve their image, offer an inviting store atmosphere and use promotional strategies in order to satisfy those needs.
- The focus needs to be on customers, innovation and relationships with staff, suppliers and customers.

Conclusion



- Technology is easing our lives and is a success in the evolution of culture and society, but it must be used carefully for the purpose that benefits everyone (Laerac,2018).
- Working efficiently and consistently with happy staff and satisfied customers is what makes a successful store productive.
- Improving using technology is the way to compete in this fast-changing retail market.
- The latest technology enhances the services provided and Asda is moving into the future by testing new technology: the 3D holograms, electronic shelf labels, digital screens around shops, the Clever Flex machine and giant screens that when clicked they talk.

References

- Cambridge Dictionary, (2020), accessed August 2020, found at <https://dictionary.cambridge.org/dictionary/english/technology>
- History of Asda, 2020, accessed August 2020 at: <https://corporate.asda.com/our-story/our-history>
- Mike Owen,(2020), New Food magazine, accessed August 2020 at: <https://www.newfoodmagazine.com/article/108872/grocers-survival-of-the-innovative/>
- Apeel Sciences.com, 2019, accessed August 2020 at: <https://vimeo.com/331472477>
- Supercharging teams with Asda, 2020 accessed August 2020 at: <https://www.vocovo.com/case-studies/asda/>
- News and Blogs Teams, February 2020, accessed August 2020 at: <https://corporate.asda.com>
- Shopify, 2020, accessed August 2020 at: <https://www.shopify.co.uk/encyclopedia/what-is-ecommerce>
- Retail Technology, 2020, E-commerce, accessed August 2020 at: https://www.retailtechnology.co.uk/item.php?news_id=5018
- Laerac, 2018, What is technology, accessed August 2020 at: <https://youtu.be/6CWsLR5SuyU>

