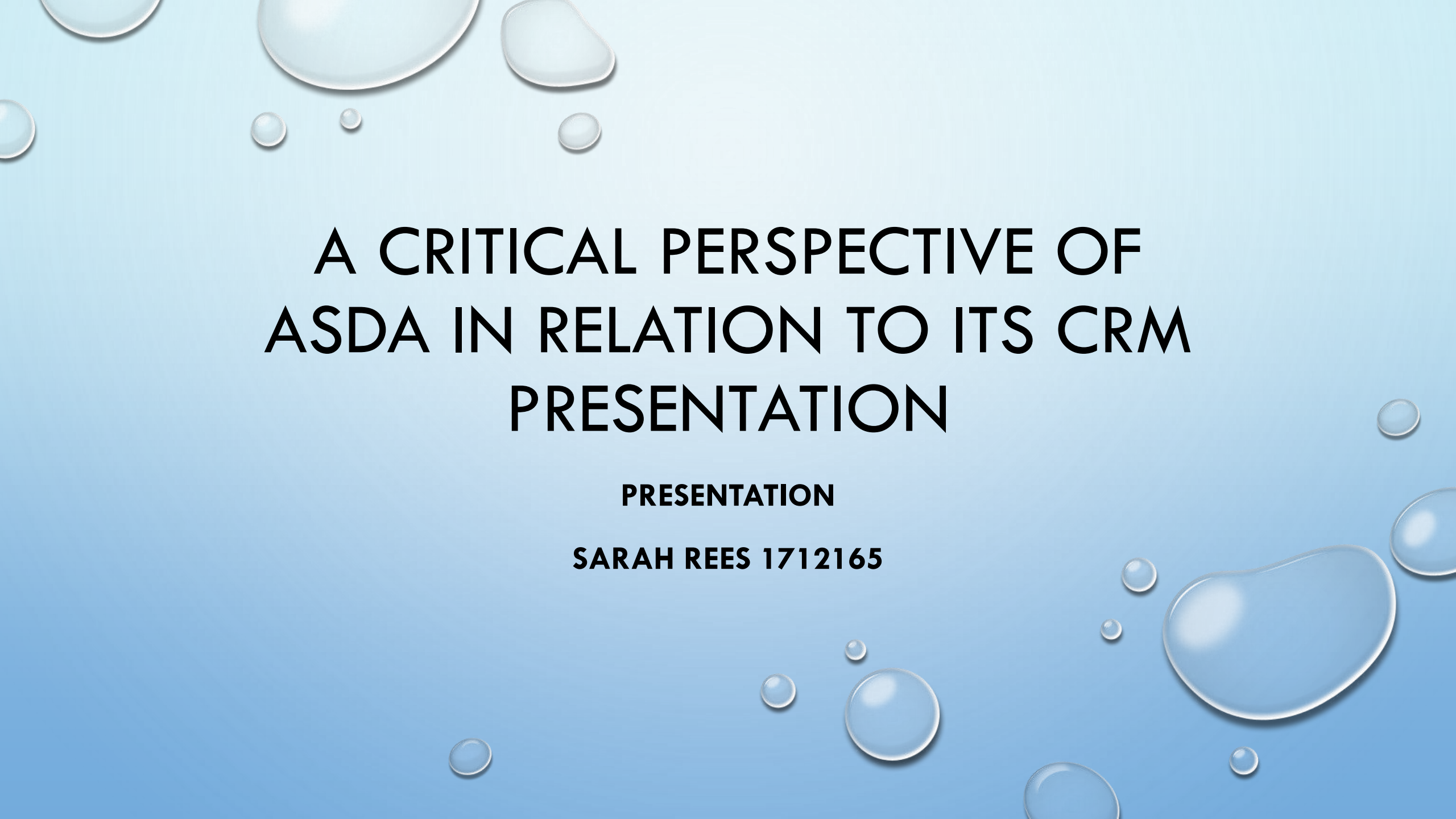


The background is a light blue gradient with several realistic water droplets of various sizes scattered across the surface. The droplets have highlights and shadows, giving them a three-dimensional appearance.

A CRITICAL PERSPECTIVE OF ASDA IN RELATION TO ITS CRM PRESENTATION

PRESENTATION

SARAH REES 1712165

INTRODUCTION

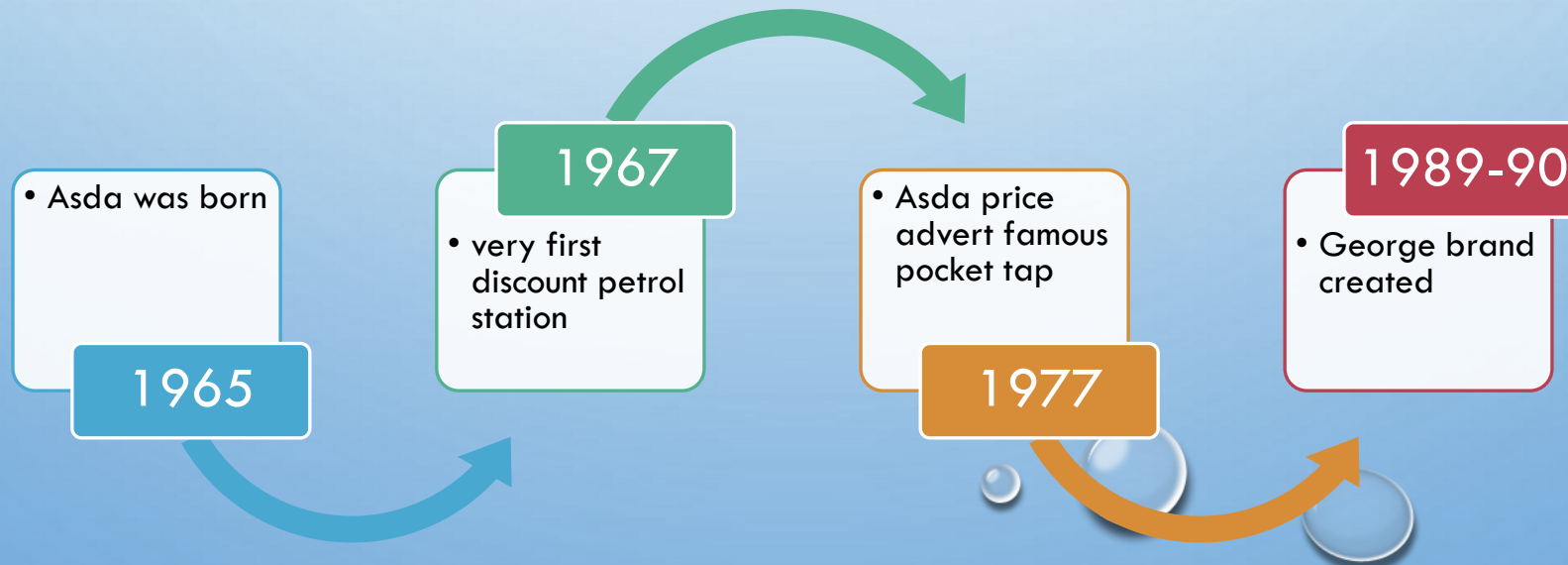
- **ASDA SUPERMARKET PRESENTATION AND THE BENEFITS OF CUSTOMER RELATIONSHIP MANAGEMENT (CRM)**
- **“CRM IS A STRATEGY WHICH THEY WOULD USE TO GAIN REVENUE AND INCREASE PROFITS”**

KULPA, J. (2017).



ASDA'S HISTORY

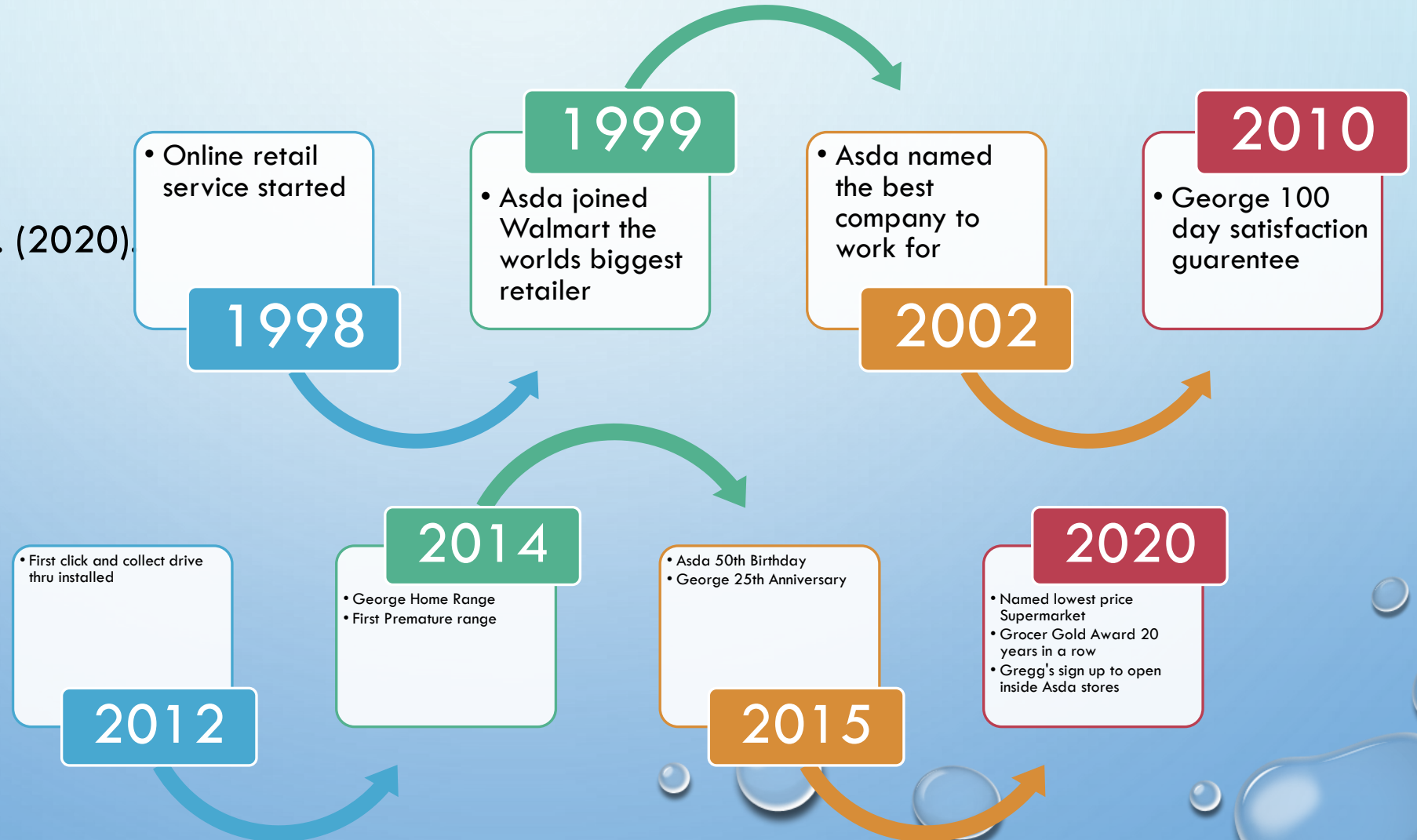
- ASDA WAS CREATED BY THE ASQUITH BROTHERS
- HERE IS A TIMELINE OF KEY DATES IN ASDA'S HISTORY



ASDA'S HISTORY CONT....

FURTHER DATES.

CORPORATE ASDA. (2020).



CRM

- CRM IS USED TO BUILD RELATIONSHIPS WITH BOTH CURRENT CUSTOMERS AND POTENTIAL CUSTOMERS, THE PURPOSE OF THIS IS TO
 - INCREASE THEIR SALES
 - INCREASE THE ORGANISATIONS PROFITABILITY
 - IMPROVE CUSTOMER SERVICE
- CRM ALLOWS AN ORGANISATION TO STRENGTHEN ITS RELATIONSHIP WITH:
 - CUSTOMERS, COLLEAGUES, SUPPLIERS, PARTNERS AND SERVICE USERS
 - SALESFORCE. (2019).

IMPORTANCE OF CRM

- **CRM IS IMPORTANT BECAUSE EVERY ORGANISATION NEED TO KNOW WHO THEIR CUSTOMERS ARE. IT MAY TAKE SEVERAL YEARS OF HARD EFFORT IN ORDER TO BUILD UP A CONSISTENT NUMBER OF CUSTOMERS, THE NEXT THING IS TO KEEP THEM, AND THIS IS WHERE CRM PLAYS A MAJOR PART. PORTER, SMITH AND FAGG. (2006, P.315).**



ADVANTAGES AND DISADVANTAGES OF CRM

- **ADVANTAGES OF CRM**

- IT ALLOWS FOR MORE EFFECTIVE SALES AND MARKETING.
- IT ENABLES WIDELY DISPERSED TEAMS TO WORK CLOSELY.
- IT CAN IMPROVE CUSTOMER LOYALTY THROUGH EXCEPTIONAL EXPERIENCE.
- THAKRAL, R. (2016).

- **ADVANTAGES OF CRM FOR ASDA**

- IT WOULD GAIN A BROAD KNOWLEDGE OF CUSTOMER DATA.
- IT WOULD PROVIDE AN EFFECTIVE AND EFFICIENT SERVICE ACROSS ALL CUSTOMER RELATIONSHIPS.
- IMPROVE ITS TECHNOLOGY TO GATHER CUSTOMER DATA FOR EXAMPLE SCAN AND GO.
- IT WILL ALLOW ASDA TO BECOME MORE SUSTAINABLE.
- IT ALLOWS ASDA TO IMPROVE CUSTOMER SERVICE.

DISADVANTAGES

- **DISADVANTAGES OF CRM**
- **STAFFS OVER-RELIANCE ON CRM MAY DIMINISH CUSTOMER LOYALTY THROUGH BAD EXPERIENCE.**
- **SECURITY CONCERNS ASSOCIATED WITH CRM SOFTWARE.**
- **CRM SYSTEMS MAY NOT SUIT EVERY BUSINESS.**
- **DISADVANTAGES OF CRM FOR ASDA**
- **HIGH IMPLEMENTATION COSTS ACROSS ALL STORES.**
- **WILL REQUIRE MORE MANAGEMENT TO CONTROL THE CRM SYSTEMS THAT ARE PUT IN PLACE.**
- **THEY DON'T HAVE A LOYALTY SCHEME WHICH MAKES COLLECTING DATA MORE DIFFICULT.**
- **THAKRAL, R. (2016).**

STRENGTHS	WEAKNESSES
• To You parcel service • Maintains in constant touch with customers through social networking sites and sharing feedback • Various Brands-Smart price, chose by you, George Clothing, Asda mobile and Asda money • Asda has various awards for excellent services • Skilled Workforce well trained – Good for Customers • Good Brand History	• Critics about Asda's quality • Lack of specific customer profile • Lack of Market Research
OPPORTUNITIES	THREATS
• Improve CRM • To expand photo department • Loyalty card to understand their Customers	• Price wars with other supermarkets • Aldi/Lidl Fresher Quality for less • Simpler way of shopping

RECOMMENDATIONS

- **THE RECOMMENDATIONS I WOULD SUGGEST FOR ASDA WOULD BE:**
- **FOR ASDA TO INTRODUCE A LOYALTY CARD SCHEME SO THAT THEY CAN GATHER MORE ACCURATE CUSTOMER DATA TO IMPROVE THEIR CRM.**
- **IMPROVE QUALITY PRODUCE AS CUSTOMERS WOULD RATHER PAY A LITTLE EXTRA FOR GOOD QUALITY THEN LOW-PRICE PRODUCT WHICH LACK QUALITY AND FRESHNESS.**

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