

Customer Relationship Management (CRM)

CRM:

There is no CRM specific identification, but It is a process of a broader management concept which covers management of organisation and business where customer is centric when managing :

1. Human resources
2. strategies.
3. Marketing.
4. Research
5. development

“CRM process involves the activities and strategies that companies use to manage their interaction with current and potential customers” (Gelberto,2020).

IDIC -ASDA

Collected data
information from suppliers chains social media stores and online.

Identify
individuals preference to e.g. where fresh food eaten high as ASDA food. Or how quick electronics sold in a period of a week.

Differentiate
what customer value ASDA brand to make plans and strategies to meet ASDA objectives and customer demands to maintain customer loyalty.

Differentiates
other ASDA customers understanding their individual needs. to giving customer lower prices EDLP strategy ahead of sales.

Interaction

find out how ASDA customs react to ASDA products collecting more feed back on oriented products. Contact them. By all means of communication. Customers needs on Varsity of products

Customize
from feedbacks ASDA takes the strategic decision.

ASDA Benefits and Drawbacks of developing CRM

Benefits:

- Data collection understanding customer needs and improving customer experience and introducing new products attract new customers by segmentation
- Solving problems, building relation and quality service and Improve suppliers relations to increase Sales.
- Speeding up production and team work efficiency and high performance.
- Secure profit by Improving pricing and multi channels for Sustainability.
- Compete fairly with other rivals and manage existing customer loyalty
- Looking into ethics. Reducing of pollution, sponsoring charities, managing waste and community activities

Drawbacks:

- Suppliers treatment not timely paid and timeless services at helpdesk and not complying with the code of practice.
- Bellow Morrisons, LIDL and Tesco not taking invoice deduction.
- Lack of monitoring competitors and slow responds to changes of retails landscape. E.g. online
- Low price campaign leads to less profit.
- No small size ASDA stores.

ASDA Stakeholders Benefits and Drawbacks

Benefits:

- ❑ Employees opportunities. Salaries and job security.
- ❑ Building local trust. Donations with activities. And offering jobs
- ❑ Reduction of suppliers cost meeting their demands, grantee them revenue and save operation
- ❑ Good communication to draw brand image, by customer demands and product diversity and home deliver.
- ❑ Ethics changes to be environmental friendly
- ❑ UK government taxes ,and contribution to national economy.

Drawbacks:

- ❑ Shareholders(owner Walmart)and investors receiving low revenues.
- ❑ Unsecured jobs, workers hours, contract on new rules not in workers favour
- ❑ Uncertain employees advancement and bad communication management..
- ❑ Customers poor quality checks on the line services, mind changed, products warranty and bad Suppliers help desk
- ❑ High pricing for low quality products can lead unsustainability.
- ❑ Few packaging and waste management at some community locations.

ASDA and Stakeholders Engagement with CRM

➤ **Examples.**

ASDA collected data to solve :

- Customers daily complain for defect items which bring cost to both and create inconsistency interactions led to make the changes of:

- 1- Set complain service desk.
- 2- Customer to test items /or defect back policies.

- Employees satisfaction:

- 1- Development.
- 2- Suppliers helpdesk to enhance the delivery.

ASDA - SWOT Analysis

Internal		externals	
Strength	Weakness	Opportunities	Threats
Its strong brands image. Diversity of products. High revenues. Wide network. Strong marketing. Good relationship with customers feedback. Products guarantee days. Environmentally friendly operations. Talented diversity staff. Community empowerment by job creation. Charities donations, sponsoring and activities.	Operating only nationally locally. unregular reduction of prices products to maintain customer retention. little technology investment. untimed supplier's helpdesk Poor employee's situation training, salaries and working condition. Available only big stores. Slow employees' reaction to customers on tills.	Data collection for setting long term goals. Expanding locally and internationally. Locals job creation. Community support and charities. Online and media growing to increase customer loyalty. Waste reduction by recycling for business growth. Quality services. Introducing new ASDA brand products. New economic situation after Brexit. Environmental changes that has positive impact on customers services. Ethical changes Government taxes cut.	The same sectors competitors market sharing. Competitors Prices comparing. UK policies change for Taxes. marketing environment change. Unfair suppliers' relation. Poor products resource for brand