

ORGANISATION'S QUALITY SYSTEMS AND CUSTOMER RELATIONSHIP MANAGEMENT

LECTURERS

ZE ZOOK

NISHI RAMSURRUN

STUDENT NAME

MARIANA CRISTINA

AXENTE

STUDENT NUMBER

2024470

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1. Introduction

The concept of “customer relationship management” (CRM) has exponentially evolved over the years, especially in the aftermath of the global Coronavirus pandemic as businesses shifted online. In terms of supermarket and grocery shopping, the pandemic significantly changed the shopping behaviour of customers: recently, customers much prefer having their groceries delivered to their doorsteps rather than going into physical stores. Additionally, setting up an online shopping platform entails that organisations need to be present on a 24*7 basis to effectively address the demands and issues of customers as they arise.

In the modern era of business, CRM plays a crucial role in retaining customers through real-time customer services, theory increasing the application of advanced technology and artificial intelligence in e-commerce. In this regard, the current report seeks to analyse how the quality systems and CRM approaches of organisations have evolved in the age of technology and digitalisation in the resin sector. Through the evaluation of ALDI and its usage of technology and marketing strategies, this report is going to examine the current scenario of retail business. The paper will evaluate the company’s customer management strategy and comment on the efficacy of its online services in sustaining long-term success.

2. Background of the selected organisation

ALDI is a supermarket chain that is mainly known for its high-quality products at discounted prices in the market. Primarily based in Germany, the company has expanded its market across the globe and has positioned itself among the top four supermarket chains in the United Kingdom. As a leading “discounter supermarket chain”, ALDI has superseded the popular supermarket chains in Germany such as Netto and Lidl and is one of the ten leading German retailers in terms of revenue (Koptuyug, 2022). The company has observed tremendous growth in the UK, taking over leading supermarket chains such as Sainsbury’s, Morrisons and ASDA (Bedford, 2022).

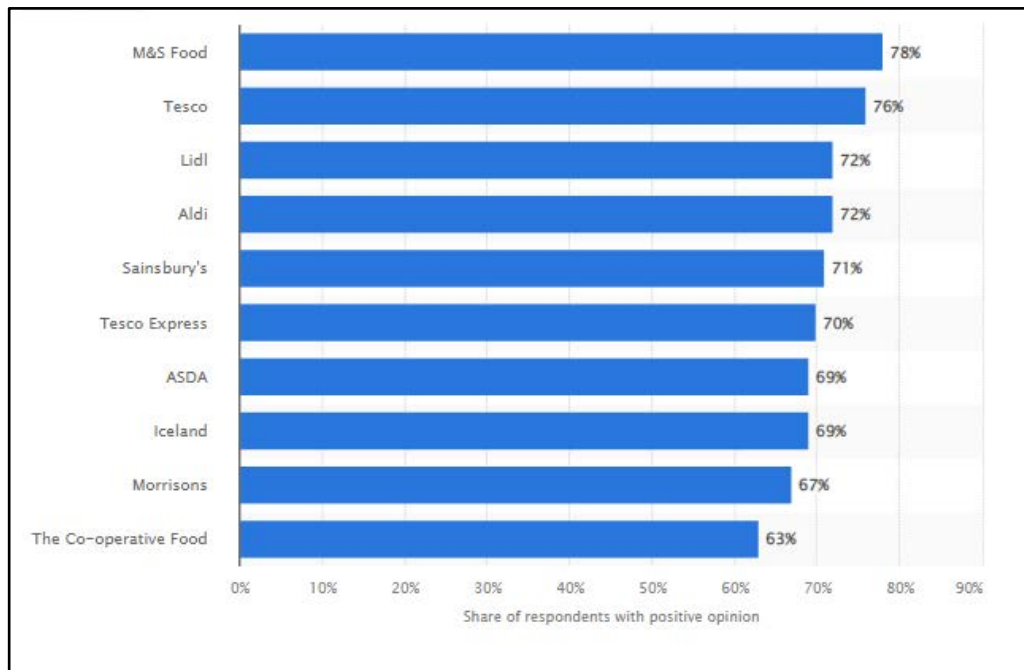


Figure 1: Most popular supermarket chains in the UK in 2022

(Source: Bedford, 2022)

In the immediate aftermath of the Coronavirus pandemic, the company reported a 79% decline in its British business in 2021 with a 79% decline in “operating profit” (Davey, 2022). However, the pertaining economic crisis due to lockdowns forced a substantial chunk of the population to resort to higher discounts and customers started preferring discount stores. Accordingly, ALDI’s business in the UK accelerated significantly, even after the lifting of pandemic restrictions. According to recent reports, Aldi observed an 18.7% increase in sales in three months along with a 9.3% increase in market share, the highest growth in its “32-year history” (Davey, 2022). Currently, the company operates across 970 outlets in the UK and intends to establish 16 additional locations by the end of 2022 (Davey, 2022).

3. Theoretical underpinnings

This section provides a brief overview of the theories that will be used to analyse the CRM and marketing strategy of ALDI in this paper.

3.1. Marketing mix

Jerome McCarthy was the first to theories about marketing mix as a crucial component of developing strategies for different markets. According to McCarthy’s theory, the marketing mix is essentially composed of the “**four Ps**”, namely “**product, price, place and promotion**” which help businesses use different promotional tactics to engage with the target market (Darmawan and Grenier, 2021, p. 76). However, at a later stage, Philip Kotler introduced some additional components to the mix and postulated the **7Ps framework** comprising “**Product,**

Price, Place, Promotion, People, Process, and Physical Evidence” (Altay *et al.* 2022, p. 131).

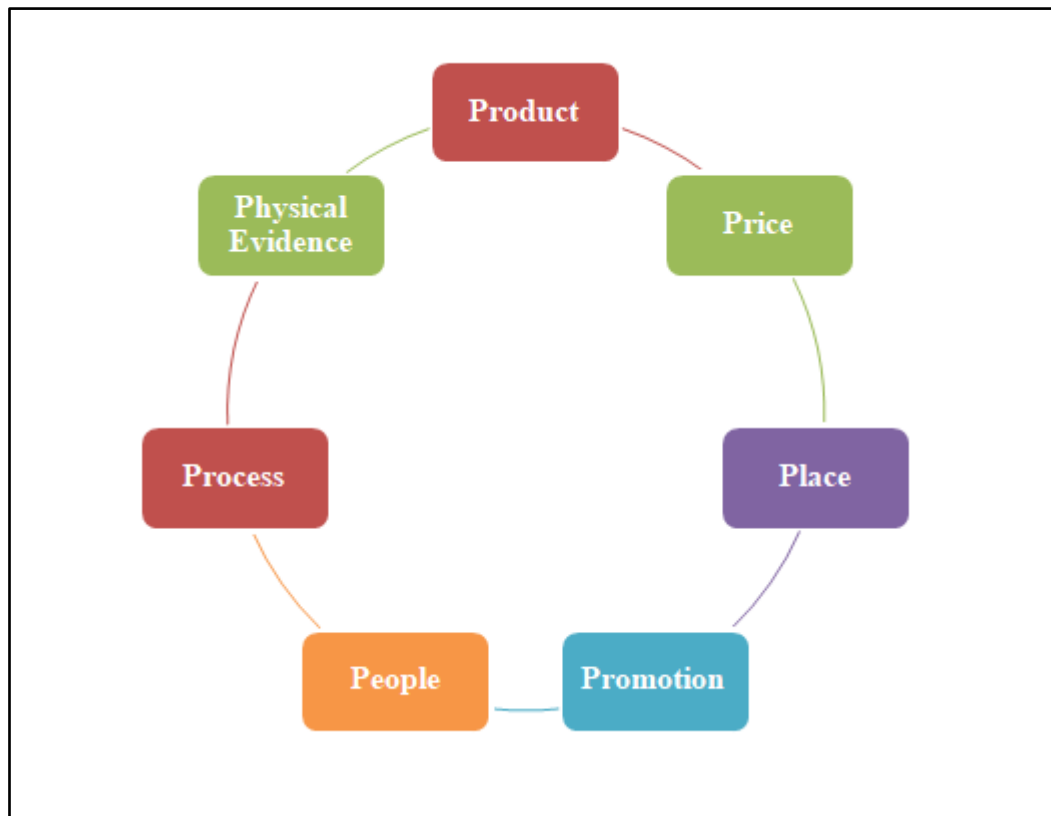


Figure 2: The extended marketing mix

(Source: Self-developed)

Irrespective of the theory used, the marketing mix framework is a crucial component that helps businesses visualise their target market and tailor strategies that effectively address customers' demands. Analysing the marketing mix components help business professionals assess the effectiveness of their products and services in terms of sustaining customer relationships and minimising unnecessary expenses (Altay *et al.* 2022, p. 131).

3.2. Communication mix

The communication mix model of “Kotler and Keller” comprises six fundamental aspects which are as follows:



Figure 3: Kotler and Keller's communications mix

(Source: Self-developed)

- **Advertising:** It is important to influence “customer buying behaviour” in order to enhance sales and economic performance (Ofosu-Boateng and Agyei, 2020, p.16). Promoting product details and facilities through short visual advertisements aids in maximising customer reach.
- **Sales promotion:** The operation of sales promotion depends on the quality of customer relationship management. Advertising, marketing strategy, CRM activities and customer reward program are used as sales promotion tools.
- **Direct selling:** It is necessary to build and sustain a healthy relationship with end customers directly to make them satisfied with an effective customer communication approach (Ofosu-Boateng and Agyei, 2020, p.18). It helps in eliminating third parties and directly selling products or services to the end users.
- **Personal selling:** Face-to-face selling with the help of sales executives help in maintaining direct touch with customers and having deep knowledge of customer reaction and feedback.
- **Events and experience:** CRM events have been used to communicate with consumers and gather their experience to improve customer experience.

- **Public relations:** It helps in influencing customers through effective communication by focusing on customer satisfaction.

3.3. Stakeholder theory

According to Valentinov, Roth, and Will (2019, p.832), Freeman's stakeholder theory categorises all business stakeholders into two groups: internal and external stakeholders.

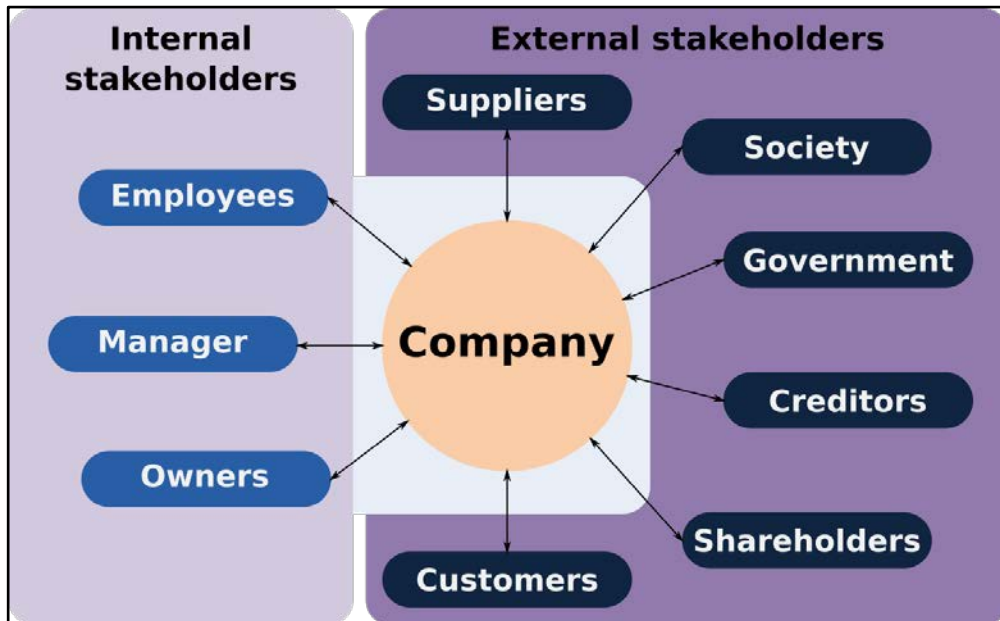


Figure 4: Freeman's stakeholder theory

(Source: Influenced by Valentinov, Roth, and Will, 2019)

- **Internal stakeholder:** Employees, management, and board of members along are internal stakeholders who contribute directly to the organisational growth by performing for the company.
- **External stakeholder:** Suppliers, customers, distributors, investors, and shareholders are important external stakeholders in the business (Valentinov, Roth, and Will, 2019, p.835). They are not involved directly in the organisational structure but play a significant role in business sustainability by joining businesses from outside.

3.4. Porter's five forces

In order to assess the competitive strength and weaknesses of a business in the target market Michael Porter postulated the "five forces" framework to examine the crucial competitive factors that majorly affect business competency in the industry.

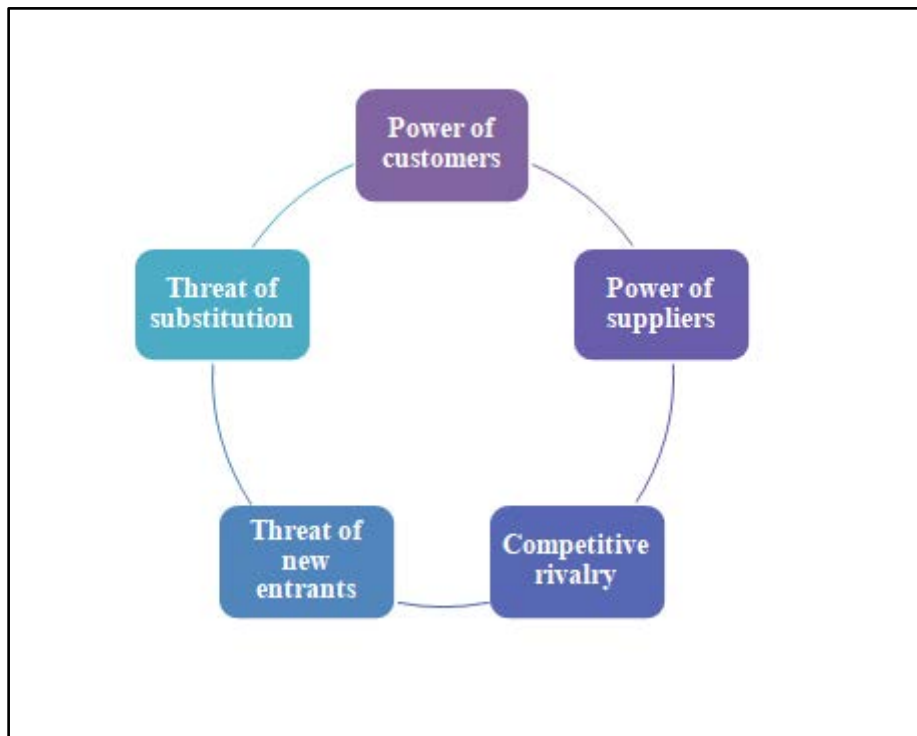


Figure 5: Porter's five forces

(Source: Influenced by Kieltyka *et al.* 2022, p. 177)

The following are the key aspects of the five force model:

- ***Bargaining power of customers:***

According to Porter, in order to access the competitive strength of the business, companies need to evaluate the power that their customers hold over the business (Jelonek *et al.* 2022, p. 200). The bargaining power of customers determines the product and pricing strategy of a business in the target market.

- ***Bargaining power of suppliers:***

The next factor is equally important for businesses as the quality of supply essentially fosters the timely delivery of high-quality products to the market. In this regard, the bargaining power of suppliers is a crucial aspect that decides whether the business is able to acquire maximum products from its suppliers in due time and within budget (Kieltyka *et al.* 2022, p. 177).

- ***Competitive rivalry:***

The competitiveness of a business in the target market essentially depends on the intensity of competition and the identification of key rivals in the segment.

- ***The threat of new entrants:***

Porter suggests that organisations need to be aware of the risk of new businesses taking over the target market in order to ensure the efficacy of their business in the industry.

- ***The threat of substitution:***

This aspect helps market professionals to identify the risk of getting substituted by other competitors in the industry (Jelonek *et al.* 2022, p. 200). The threat of substitution stipulates

that businesses need to continuously innovate and improve their marketing strategy to reduce the chances of getting substituted with rivals.

3.5. Ansoff matrix

Generally known as the “**product/market expansion grid**”, the Ansoff Matrix acts as a tool to examine the current situation of a business in the market and develop growth strategies accordingly. According to Clarissia (2019, p. 1497), the Ansoff matrix helps marketing professionals conceptualise the associated risks of different marketing strategies.

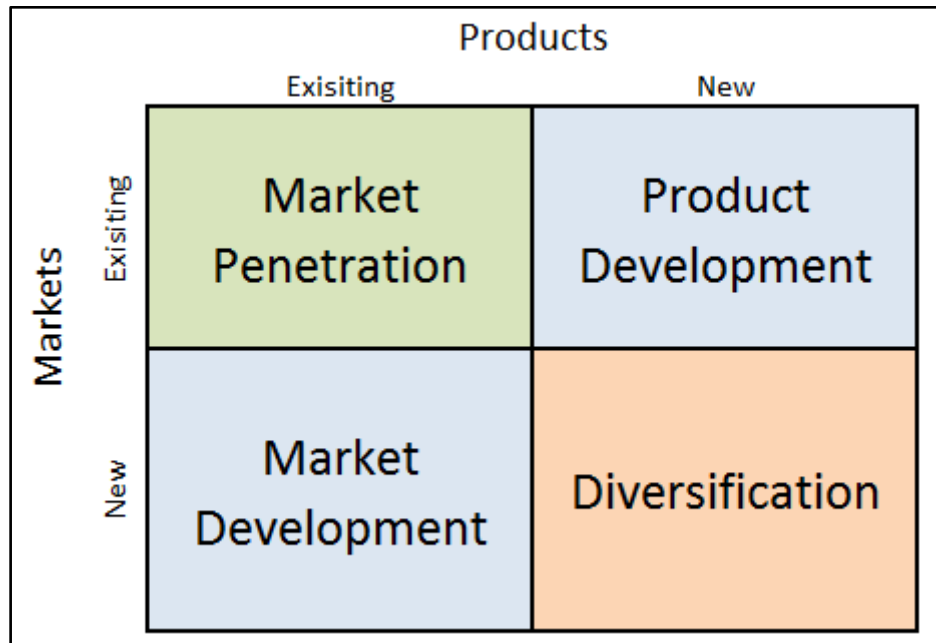


Figure 6: Ansoff matrix

(Source: Influenced by Clarissia, 2019, p. 1497)

The Ansoff matrix, as per Khajezadeh *et al.* (2019, p. 821), is a conjecture of internal, external and competitive analysis of the industry that helps professionals summarise the key growth drivers for a business. The following are factors that are examined through the Ansoff matrix:

- **Market penetration:** the idea of sustaining sales growth of a business in the existing market.
- **Market development:** analyses the efficacy of a business to sell its existing commodities in a new market domain (Clarissia, 2019, p. 1498).
- **Product development:** the concept of introducing new commodities in an existing market.
- **Diversification:** helps analyse the capacity of a business to penetrate a new market with new products and services.

4. Applying essential CRM and marketing theories to the selected organisation

4.1. Critical analysis of internal factors

Some call it customer relationship management (CRM); others call it customer experience management (CEM); others call it customer managed relationships (CMR). Regardless of its name, it is a strategic decision to invest in and develop your customer relationship process. Customer retention is different to customer acquisition as it requires different messages, incentives, and channels... in fact a different communications mix. Given that it has been suggested that it is six times more profitable to sell to an existing customer than to a new customer, it follows that the decision to invest in CRM is a relatively easy strategic choice. What may be more challenging is choosing and executing a suitable CRM system that connects to all customer touchpoints, both online and offline. Contacting customers pre, during and post sales with relevant, tempting and timely offers, as well as responding to customers' direct and indirect (on social platforms) comments requires carefully planned systems. Some of this may be automated; we'll look at this later.

In order to analyse the internal aspects of a business, conducting a SWOT analysis helps identify its key strengths and weaknesses and accordingly highlight the threat and opportunities in the market. As divulged by Sarisa (2021), SWOT analysis is a reliable approach to examining the internal condition of a business and identifying strengths and likely threats. The following table provides an internal analysis of ALDI's business in the UK:

Strengths	Weaknesses
• Pricing: The company has a major advantage in providing retail commodities at affordable prices (ALDI, 2022). • Product range: ALDI has created an attractive profile in the market through its wide range of household products as well as food and beverages at affordable price points (ALDI, 2022). • Social media presence: the company has a strong online presence and effectively engages with existing and potential customers through various social media platforms.	• Employee management: being in retail, the company often engages in unethical practices in its physical stores during busy seasons when employees are required to work overtime. • Quality issues: the cheap pricing strategy brings to question the quality of some of its products.
Opportunities	Threats
• E-commerce: By identifying the online spending tendencies of customers, the company can generate greater revenue by focusing on e-commerce. • Brand marketing: the company can leverage its strong social media presence to partner with different leading brands in the market and expand its client base. • Customer services: using advanced technology, ALDI has the opportunity to improve its customer services through advanced mechanisms such as automated chatbots and big analytics.	• Risk of new discounters: being among the top supermarket chains in the UK, there is a high chance that its competitors come up with high-quality products at better price points and discounts. • Intense competition: the retail market in the UK is highly competitive with corporate giants such as Amazon, Tesco and ASDA (Bedford, 2022). These competitors can easily take over ALDI with better marketing and CRM strategies.

Table 1: SWOT analysis of ALDI

(Source: Developed by the learner)

Based on the analysis of the internal environment, it can be gathered that even though ALDI has a beneficial business in the UK market the company is under a continuous threat of new competitors taking over the company with better discounts and product quality. As a result, the company needs to improve its quality and engage with different brands and influential personalities to enhance its business in the long run. Additionally, the company can use advanced technology to improve its customer relationship and retain existing customers for the long term.

4.2. Critical analysis of external factors

The external factors, or the macro environment of a business, can be best analysed through the PESTLE framework. As opined by Shtal *et al.* (2018), conducting a PESTLE analysis of the target area helps professionals evaluate the stability of the market and assess whether the business can grow in the long run. Despite being a German company, ALDI generates a significant part of its revenue from its business in the UK. In this regard, the following table provides a macro environmental analysis of the UK market through the PESTLE framework.

Factors	Analysis	Impact on the business
<i>Political factors</i>	• The UK provides a relatively stable ground for businesses with a political stability rank of 72.64% as per recent statistics (Trading Economics, 2022). • One of the most politically empowered nations, the UK follows a parliamentary democracy while also being operated by a constitutional monarch (Allsop, Briggs and Kisby, 2018, p.95).	Positive
<i>Economic factors</i>	• The UK has one of the largest economies in the world with 53% of exports to Europe and a 56.1% share of imports from Europe (Clark, 2022). • At present, the rate of unemployment in the UK is 3.6%, the lowest recorded rate since 1974 (Statista, 2022). • The “Consumer Prices Index” (CPI) saw an increase from 10.1% in September 2022 to 11.1% in October 2022 (ONS, 2022). • The retail sector plays an integral role in the UK economy and contributes 5.2% of the nation’s “Gross Domestic Product” (GDP) (ONS, 2021).	Positive
<i>Social factors</i>	• The UK population contributes to nearly 0.87% of the global population and 83.2% of the UK is populated by urban residents (Worldometers, 2022). • According to recent statistics, the UK is projected to show steady growth in recent years to a national population of nearly 68.29 million by 2024 (Trading Economics, 2022a).	Positive

Technological factors	• The UK is highly tech-oriented and the trend has increased significantly, following the Coronavirus pandemic. • The country has observed tremendous growth in e-commerce services, with a 26.4% increase in online retail spending in 2022 (ONS, 2022a). • According to recent studies, the IT market in the UK is projected to reach US\$83.17 billion in 2022 (Statista, 2022b). • The “annual growth rate” (CAGD 2022-2027) in IT revenue is projected to raise a “market volume” of 115.80 billion US dollars (Statista, 2022b).	Positive2.
Legal factors	• Through the “Employment Rights Act 1996”, the UK legislation protects the legal rights of its employed residents regarding sick pay, minimum wage, holidays, maternity leaves and other rights in the workplace (Legislation, 2022). • Businesses in the UK are required to comply with the “Equality Act 2010” which keeps employees protected from discriminatory acts in the workplace in terms of gender, culture, language or ethnicity (Legislation, 2022a).	Moderate
Environmental factors	• The national government in the UK has devised a set of “sustainable development goals” (SDGs) to attain “net zero” emission of “greenhouse gases” (GHGs) by 2050 (GOV, 2022).	Moderate

Table 2: PESTLE analysis of the UK market

(Source: Created by the learner)

Analysing the external factors, it can be affirmed that the UK provides a stable market for ALDI to continue expanding its business. Being one of the top supermarket chains in the nation, the company can leverage the nation’s tech spending and focus on improving its online business

to enhance its CRM practices. On the other hand, the company can address the inflation issue and reach out to more potential customers through its discounts and offers.

4.3. STP analysis

The following table illustrates the positioning strategy implied by ALDI in the UK market:

Segmentation	ALDI uses a differentiated segmentation strategy to sustain the need of diverse customers in different markets across the UK. The company seeks to provide grocery items at a relatively low price by making bulk purchases from suppliers to cut down costs while maintaining standard quality.
Targeting	The company mainly targets lower, middle-class and price-sensitive customers that look for decent quality products at an affordable rate. The cheap pricing strategy has helped ALDI acquire a substantial base of customers in the UK market during the recent lockdowns.
Positioning	The company has positioned itself in the market among key competitors such as Morrisons, Tesco, Sainsbury's and ASDA. ALDI has leveraged its cheap pricing strategy to position itself among its competitors.

Table 3: STP analysis of ALDI

(Source: Created by the learner)

4.3.1 Positioning map

As divulged by Hu and Trivedi (2020, p. 102317), the positioning map helps marketing professionals to visualise the position of a business in the target market in terms of quality and price points.

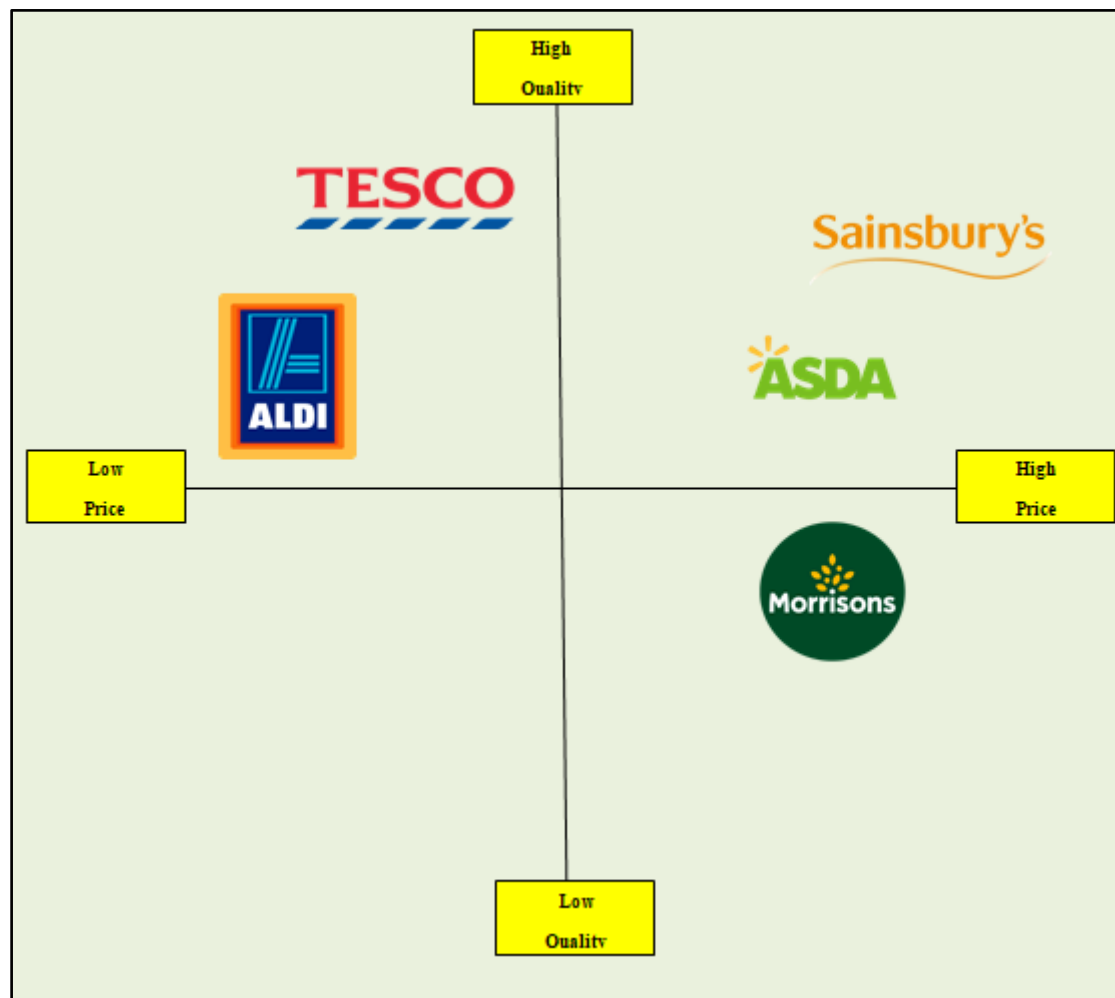


Figure 7: Positioning map

(Source: Created by the learner)

It can be gathered from the positioning analysis that Tesco, ASDA and Sainsbury's are the key competitors in the UK retail sector. ASDA has strategically positioned itself among the leading competitors through its low-priced products. However, the company needs to enhance its CRM and promotional strategy in order to maintain its competitive margin among the corporate giants.

4.4. Marketing mix analysis

The following table provides an evaluation of ALDI's marketing mix using the 4Ps framework:

Strategy	Analysis
Product	This component of the marketing mix evaluates the extent to which businesses can address their customers' needs and fulfil their demands through products and services (Sudari <i>et al.</i> 2019, p. 1388). Being a supermarket chain, ALDI sells a wide variety of products ranging from groceries, and home care products to electronic gadgets, toys, gardening supplies and festive collections (ALDI, 2022).
Price	This element of the marketing mix identifies how well a company drives maximum sales through adequate strategies. Developing an effective pricing strategy requires a thorough identification of the target customers, their needs and demands, and attracting maximum clients by offering a suitable price point (Wichmann <i>et al.</i> 2022, p. 504). Analysing the business of ALDI, it can be gathered that the company implements a competitive pricing strategy to penetrate the market and position itself among the top competitors with more attractive price points. In the UK market, the company has gained a substantial customer base by supplying a wide range of products at a rather cheap price point (ALDI, 2022).
Place	This marketing mix helps organisations decide how to locate their business in order to attract and engage with maximum potential customers (Wichmann <i>et al.</i> 2022, p. 504). It entails the availability and accessibility of a business among its target market and potential buyers. ALDI has located its business across the UK market in areas of high footfall to attract maximum audience. The company has physical stores in major cities in the UK such as Bexley, Bedford, Bedfordshire, Newport and Sussex (ALDI, 2022). Additionally, the company has expanded its brand presence through its e-commerce platform (ALDI, 2022).

Promotion	The promotion strategy entails the way a business communicates its services and offerings to its target customers. The promotion strategy includes marketing practices such as advertising campaigns and branding to engage with potential buyers and enhance reach (Wichmann <i>et al.</i> 2022, p. 504). ALDI currently promotes its business mainly through social media marketing. The company extensively engages with its existing and potential customers by communicating its offers and discounts through different social media platforms. Additionally, the company's online website promotes special offers and festive discounts to attract clients (ALDI, 2022). Moreover, the website provides a variety of recipes for customers to try on, including vegetarian and vegan options (ALDI, 2022a). This strategy helps the company increase website clicks and generate revenue.
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Table 4: Marketing mix analysis

(Source: Created by the learner)

Analysing the marketing mix, it can be gathered that ALDI essentially focuses on reaching out to the maximum number of customers and engaging with a larger market segment through competitive pricing. Besides, through its online portal and social media advertisements, the company consistently engages with its existing and potential buyers to make sure that the target audience is aware of all of its latest updates. The marketing mix strategy helps the company sustain its competitive position in the UK market.

4.5. Communication mix analysis

Analysing the communication mix will help identify the different marketing strategies employed by ALDI to promote its products and improve customer experience.

Elements	Description
Advertising	ALDI mainly advertises its business through different social media websites and online platforms to reach out to wider communities and attract maximum buyers. Most of the advertisements are promoted mainly through Facebook and Twitter. The social media strategy adds to word-of-mouth advertising which further helps the company gain maximum buyers.
Sales promotion	ALDI promotes its business through different social media campaigns and provides special holiday offers to its customers. Recently, the company successfully engaged with big brands such as Dominoes, Polo and KFC to create 5.1 million impressions in a week on Twitter with its holiday promotions (Gibeon, 2022).
Direct selling	The company directly engages with its clients in its physical stores through special discounts and pamphlets.
Personal selling	In ALDI's offline business, there is little to no direct communication with customers as most of the offers are provided in catalogues and signs. In terms of online business, ALDI's marketing professionals engage with customers mostly through online campaigns.
Public relations	ALDI's business is essentially centred on customers and as a leading retailer, the company actively engages with its customers through different social media events. Acknowledging customers as the key competitive drivers of the business, ALDI's marketing team effectively engages with potential and existing clients through social media and makes them feel heard and valued. The exceptionally low price points and decent quality of products have made the company gain a base of satisfied customers that feel understood and recognised with they visit ALDI's online as well as offline stores.

Events and experiences	ALDI actively images with different communities of individuals through its social media campaigns. In a recent holiday event, the brand engaged with different market leaders to generate 140,000 engagements and “nine crowd-sourced Bank Holiday Monday tweets” in a week, thereby successfully promoting its brand awareness to the public (Gibeon, 2022).
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Table 5: Communications mix analysis of ALDI

(Source: Created by the learner)

4.6. Stakeholder analysis

Internal stakeholders

- **Employees**

Being a supermarket chain, employees play a crucial role in ensuring the business's productivity and competitive performance in the market. Employees are ALDI's key strength and the company currently employs over **155,000 individuals** across the world (ALDI, 2022). However, the frontline employees at the physical stores of ALDI have complained about immense work pressure and overtime work obligations on busy days. Several former employees such as store assistants complained about the lack of work-life balance and raised issues about the favouritism tendencies of in-store managers (Indeed, 2022). Nevertheless, it is worth mentioning that most employees are satisfied with the pay scale offered by ALDI.

- **Owners**

The Albrecht family is the most influential stakeholder as well as the owner of ALDI (Dawkins, 2020).

- **Leadership and management**

At present, the company's leadership team is composed of a resident and a group of vice presidents. The key leadership positions at ALDI also include the positions of managers and directors at different departments such as human resources, marketing and customer relationship management (ALDI, 2022).

External stakeholders

- **Customers**

ALDI is known for its customer-friendly policies and services such as in-store assistance and home delivery options. In terms of its online business, the CRM team engages with buyers to gather feedback about their shopping experience and accordingly address them. This approach essentially acts as a satisfactory aspect for clients as they feel validated and heard, thereby becoming motivated to stay loyal to the business.

- **Suppliers**

The company works with a vast range of suppliers across its global business which allows it to maintain low pricing. Due to beneficial relations with the supplied chain, ALDI has successfully improved its competitive margin in the UK market during the pandemic crisis. Additionally, the company has resorted to local suppliers to ensure the high quality of its core products. Reports suggest that ALDI has made an investment of 1.6 billion British pounds over the years to partner with different British suppliers (Riddler, 2022).

- ***Shareholders***

Being a privately owned company, ALDI is mainly divided into two groups namely “ALDI Sud” and “ALDI Nord” with more than 5000 stores across the UK (ALDI, 2022).

4.7. Porter's five forces analysis

Force	Impact	Description
<i>"Bargaining power of buyers"</i>	High	Total value of retail sales in the UK was 421 billion GBP in 2021 (Retail economics, 2022) which is around $\frac{1}{3}$ of the total consumer spending. However, people have so many choices in retail brands and thus retaining customers become difficult.
<i>"Bargaining power of suppliers"</i>	Moderate	ALDI has already established a strong network of suppliers and pursuing sustainable sourcing.
<i>Competitive rivalry</i>	High	Retail market in the UK is highly competitive in nature. There were around 557 thousand retail enterprises in the UK and 600 among them are large-scale organisations including Tesco, Sainsbury, ASDA, and Morrisons (Statista, 2022a).
<i>Threat of substitute</i>	Low	Retail products mainly involves daily-life products such as grocery, foods, home products, beauty products etc which come under necessity.
<i>Threat of new entrants</i>	Moderate	Retail business is remarkably profitable in nature even after having a highly competitive market in the UK. As a result, the number of retail SMEs is very high.

Table 7: Porter's five forces analysis

(Source: Created by the learner)

4.8. Ansoff matrix analysis

Market penetration	According to the business report of September 2022 ALDI has achieved the fourth position in the UK retail market by overtaking Morrisons (Davey, 2022a). The organisation has penetrated its market all over the country by operating business from more than 970 stores and looking to open 16 more outlets by the end of this year (Economic Times, 2022).
Market development	The organisation has enhanced its sales by 18.7% over the last 12 weeks to 4th September by focusing on product development and CRM operations (Davey, 2022a).
Diversification	The higher management of ALDI prioritises a wide range of variety in similar segments of products to match distinctive customer choices and demands.
Product development	Along with grocery and food products ALDI emphasises its garment and footwear section, gardening section, and electronic sand utensil section to improve customer experience (ALDI, 2022c).

Table 8: Ansoff matrix analysis of ALDI's business in the UK

(Source: Created by the learner)

5. Identification of systems supporting the quality process of Aldi

5.1. Analysing the effectiveness of the systems in terms of CRM

As opined by Dewnarain, Ramkissoon and Mavondo (2019, p. 174), CRM entails a series of strategic decisions undertaken by an organisation to sustain the needs and satisfactory levels of target customers. ALDI is known to actively engage with clients through social media campaigns. Additionally, it ensures that its customers have a hassle-free checkout experience during in-store and online shopping. Presently, the company's website prioritises the health and well-being of its customers and provides a variety of health-related services (ALDI, 2022b). Some of the essential customer services are as follows:

- Special diets
- Obesity tracking
- Eating fresh initiatives
- Responsible drinking
- Quality and safety of products.

CRM practices are likely to sustain a base of satisfied customers for the business's long-term profit. According to reports, ALDI attracts "130,000 new customers every week" due to its budget-friendly products and effective CRM practices (Shaw, 2022).

5.2. Examining the usage of technology and AI in the systems

The company is gradually prioritising its e-commerce business, acknowledging the shopping tendencies of customers. However, it still needs to bring rapid improvements in the system through advanced technology and automation. Nevertheless, the company is known to work on accelerating the check-out process in offline stores in the form of automated check-out technology (Walton, 2020). On the other hand, ALDI is gradually introducing AI-powered technology in its stores to prove the in-store shopping experience of customers and facilitate the growth of a "frictionless supermarket" (Businesswire, 2022). As opined by Dewnarain, Ramkissoon and Mavondo (2019, p. 174), modern CRM requires businesses to be readily present to address the issues and queries arising from customers, which makes it crucial to sustaining competitive growth. As a result, incorporating AI-powered chatbots will significantly help the company improve its CR dynamics as it will be able to provide 24/7/365 digital services to its customers.

6. Conclusion

The current report has explored the essential aspects of customer relationship management through the analysis of ALDI. It has been gathered that having a thorough knowledge of the target market is crucial to identifying the most suitable tactics to attract and retain a maximum number of customers.

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