

ASDA CRM



ASDA A BRITISH COMPANY FOUNDED IN 1920 631
ASDA STORES IN UK
(WUNSCH, 2020)



MULTINATIONAL COMPANY
STORES WORLDWIDE INCLUDING USA, MIDDLE
EAST AND EUROPE



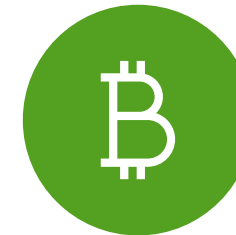
ACQUIRED THIRD LARGEST MARKET SHARE IN THE UK
14.9%



FAMILY OF WAL-MART SINCE 1999



145,000 EMPLOYEES IN UK STORES
(ASDA, 2020)



SERVES 18 MILLION CUSTOMERS A YEAR

(Asda, 2020), (Wunsch, 2020)



CRM (customer (client) relationship management) is a process organisations use to connect to consumers. Technology used to store and make use of all information. According to Strauss *et al.* (2003), “CRM is a holistic process of acquiring, retaining and growing customers, including online and offline relationship management.”

CRM is a broader concept than marketing and spans strategic management functions, channels, products and customer data types and drives every customer interaction (Goodhue et al., 2002, cited in Alshaw. S., Missi. F and Irani. Z, April 2011, p. 376-383).

It includes Departments such as Human resources management,

Marketing management,

Knowledge management,

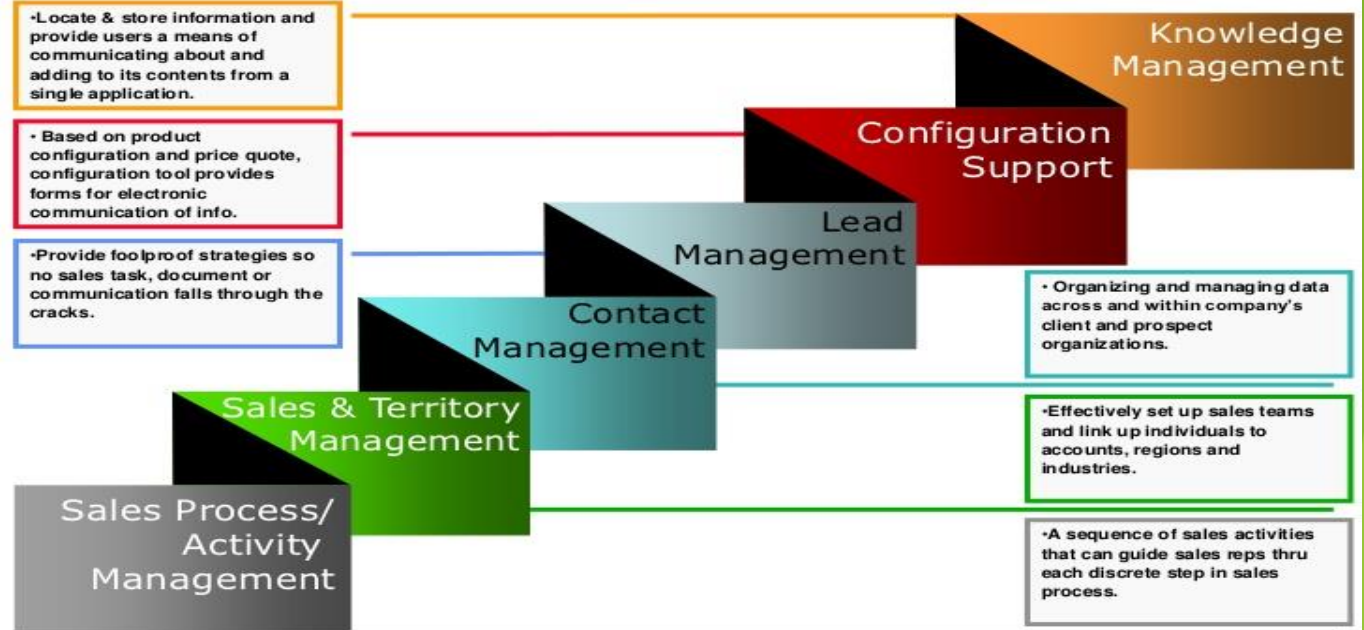
Sales management,

Service management,

Research and development management all fall under **CRM umbrella** (Byun, 2001).

CONTACT MANAGEMENT

Sales Force Automation – Key Components



MARKETING



CUSTOMER SERVICE



Benefits and drawback of Asda using CRM software

Pros

Integrates everything in one place
Sociability Aspect
Data Mining
Remote access of Data
Faster conversation rates
Simplified Marketing and Targeting
Better customer service
Lowers overall daily costs



Cons

Record loss
Overheads
Eliminate Human element
Training
Security issues
Technical support
Staff resistance
Third Party access to data

The Business Engagement team



Asda, (2020)

Medium Asda uses to reach out to consumers are:

- Tv ad
- Online search
- Accidental search (online) SEO
- Media(Facebook/Instagram/twitter
- Email
- Instore promotions
- Customer feedback (instore/online/SMS)
- Billboard ads
- Vouchers and recommendation
- Face to face instore interaction



SWOT Analysis of ASDA

Strengths

145,000 employees. Multinational company. UK's third largest market shareholder. 631 UK stores. Serves 19 million customers a week and hiring people from other big global names such as Carrefour. 98% of UK homes served by online platforms www.asda.com and www.George.com organisation has petrol filling stations. Well known for 'economy of scale'.

Weaknesses

Critics argue some products are not as good as Waitrose's, Sainsbury's and similar brands. Products not cheaper than discounter Aldi or Lidl. Controversies of price fixing of dairy products in 2007. misleading advertising campaign and horse meat scandal.

opportunities

Increase in online customers in the UK, more chance of securing market share. Company can take over small business and grow by opening new stores as it did with Focus DIY in 2011. Expand business abroad.

Threats

Asda faces growing number of competitors in UK and abroad. Changes in trading laws to follow from country to country as UK is out of European Union due to Brexit.

(Sodry. S, 2020) (Asda, 2020)