

may be asked what they thought about the website, prices, or their general opinion on how they feel the adidas website can improve, to cater to their needs. Also, when businesses are available to market on social media platforms, such as Twitter, customers can then express any issues with any products and services, and more often than not, the profiles usually respond and direct message the customer, so they can then find out more information and help to resolve the issue, so therefore, adidas can use this information in order to solve any future issues they may have with customer service and use this as a reason, to increase the level of training they carryout to avoid these issues. In terms of volume of information, adidas may put the issues into categories such as customer service, products , etc. ad therefore tally up any issues they have, so therefore if the same issue pops up again, adidas would have to take action, as multiple customers would be having the same issue, and as a result, adidas would have to make necessary changes to make sure this won't happen again.

Adidas has effectively kept pace with the online market and made relevant technological changes in order to keep up with what other major retailers are doing as a result, in order to remain competitive. For example, they have managed to keep their online store relevant by promoting it effectively by using direct marketing emails, enticing customers to continue shopping online by encouraging them to buy certain products, as well as promoting discounts when they shop online. In terms of technological changes, adidas have incorporated social media into their overall promotional media, so for example, they are more involved in social media platforms such as Instagram and Twitter, and also aligning themselves with athletes and social media stars who have a large following, as this form of advertising will have a better return, as people will follow these people, so therefore they are more likely to see the advert ,rather than the advert being on TV, where they may ignore the advert, so therefore if adidas is associated to someone they look up to, then they are more likely to follow the message of adidas. If they are aligned with someone they like, so therefore making changes to promotional media, has helped them to keep their pace in the online marketing aspect of the business, by incorporating different technological methods in marketing.

Adidas have taken many steps in order to make sure that their customers private information is safe and secure. They have stated that they “use Secure Sockets Layer (SSL) software, which encrypts information you input. For example, when using a credit card to make an on-line purchase, your personal information is encrypted before you conduct your transaction”. On their privacy policy on their website, they also give advice to their customers, such as being careful not to share passwords, and if the customer feels that there has been an unauthorized use of the account, adidas recommends they contact customer service, in order to resolve the issue. Adidas needs to make sure that all the customer information is secure, as the customer has trusted them to keep the information, so if there is a breach, and the customer data is leaked, then Adidas, may get in trouble with GDPR and as a result, they may incur certain fines, as a result of the neglect towards the importance of protecting personal information, and also, this would damage the reputation of adidas, and there would be far less online purchases, as customers may not feel like their information is secure, so as a result, the online store may struggle, due to the personal information not being protected effectively.