

Unit 26: Managing Business Information

P3: Describe how information is used for different purposes in a selected organisation

In this task, I am going to explain the different ways that Tesco uses information for their benefit, in order to optimize their sales, workforce, etc.

Firstly, Tesco would use customer information for several marketing purposes, as they would be able to access customer data through Tesco Clubcard, online shopping, the Tesco app and through communication (phone number, email or social media profile). Tesco would use customer information in order to keep track of customer shopping habits, so that they would be able to give them customer benefits, based on what they bought, so the customer may be sent vouchers, offers and recommendations, through the Tesco marketing email that helps customers save money on the things they usually buy, or even recommend products to customers, which they haven't bought before, in order to boost sales. The vouchers and discounts would also be used in order to keep customers loyal, because if the customer is incentivized to stay at Tesco, as they would have a certain amount of vouchers for example, or the products may be cheaper at Tesco compared to other places, so therefore, Tesco uses information to ensure that they keep customers loyal and ensure repeat purchase.

Secondly, Tesco uses information in order to see what customers think about Tesco, so that Tesco can then make changes to improve in the long term. The data that Tesco would use would be through surveys, carried out on the Tesco website and also, on social media platforms such as Twitter and on traditional media sources such as newspapers, news programs, etc. Tesco may use qualitative data in order to make services more efficient, for example, on the Tesco website, after the customer has completed their online purchase, a survey may pop up, asking about the customer's experience on the website, so they can ask their opinion on the website, where they usually shop, what they usually buy, etc. and Tesco do this so they can compile information on what the average customer thinks about Tesco and their services, so they can find constructive criticism on what they need to improve, so for example, if 40% of customers don't rate Tesco customer service, highly, then employees in Tesco would then have to carry out extra training, to ensure that they know how to interact with and help customers, so that the customer service can then improve, and as a result, the customer will be more likely to come back to Tesco.

Tesco may also use information, in store for different purposes, such as stock control, in order to maintain the level of stock in store, to ensure that the shelves are never empty. Tesco may use a program/system, where if the stock reaches a certain level in the warehouse, the product would be automatically reordered, so that they would never run out of that product, for the time that it is on sale. This would be carried out to optimize stock control, so that the data regarding stock is always measured, and therefore, to the customer, the shelves are always full, and so if they come in expecting the product, they will be able to get it, as the product will be in the back of the store in the warehouse, and therefore, an employee can then stack the shelves if necessary.