



Retaining CRM using the situational factors analysis in marketing

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ABSTRACT :

Unique Grocers, an e-commerce platform connecting consumers with locally sourced products, can utilize customer relationship management (CRM) strategies to enhance customer retention. Situational factors analysis (SFA) provides a framework for understanding consumer decisionmaking and influencing Unique Grocers' CRM strategies.

Keywords e-commerce platform, customer relationship management (CRM), situational factors analysis (SFA), customer retention

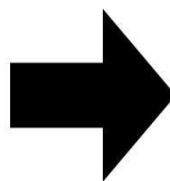
Introduction :

Unique Grocers is an innovative e-commerce platform that connects consumers with locally sourced products from small-scale vendors and markets. By collaborating with local businesses, artisans, and markets, the platform offers a wide range of unique, community-oriented items.

Customer relationship management (CRM) is a critical component of any successful business, but it is especially important for e-commerce platforms like Unique Grocers that rely on repeat business. Retaining customers is essential for sustainable growth, and it is more cost-effective than acquiring new customers.

Situational factors analysis (SFA) is a marketing framework that can be used to understand the factors that influence consumer decision-making. SFA considers the individual characteristics of the consumer, the situation in which they are making the decision, and the product or service being considered.

This research paper will explore how Unique Grocers can use SFA to retain customers.



Situational Factors Analysis

A situational analysis is a collection of methods that are used to examine the internal and external factors in a business. Situational analysis defines where we are today, in terms of our product, market, customer, and competition. The main components of Situational Analysis (i.e.

5C's) are company, customers, competitors, collaborators, and climate. Factors to consider in the situation analysis:

- strength
- weakness
- opportunities
- threats

Customer Retention Strategies

Here are some customer retention strategies that Unique Grocers can use based on SFA:

- Personalize the customer experience: Unique Grocers can use customer data to personalize the shopping by recommending products based on past purchase history and offering targeted discounts.
- Focus on customer satisfaction: Unique Grocers should focus on offering excellent customer service, having a user-friendly website and app, and offering a generous return policy.
- Build relationships with customers: Unique Grocers should build relationships with customers by engaging with them on social media, and offering a loyalty program.
- Make it easy for customers to shop: Unique Grocers should make it easy for customers to shop by offering convenient delivery options, a variety of payment options, and a seamless checkout process.



Situational Factors for Unique Grocers

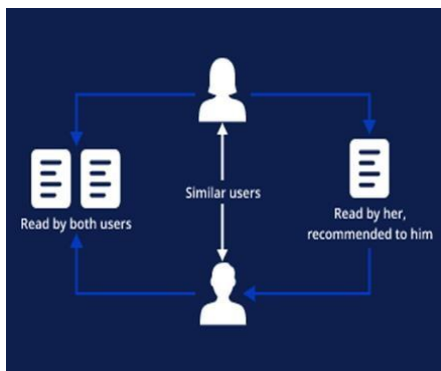
Some of the situational factors for the Unique Grocers are:

- Weather-Driven Marketing
- Location-Based Targeting
- Timing and Events
- Local Community Engagement
- Contextual Personalization
- **Weather-Driven Marketing:** Weather can significantly impact shopping preferences. Unique Grocers can analyze weather data and offer relevant promotions. For example, on a hot summer day, the platform can highlight offers on refreshing beverages or ice cream from local vendors.
- **Location-Based Targeting:** Unique Grocers can use the customer's location as a situational factor. For example, if a customer is browsing the platform from a specific neighborhood or city, the website or app can highlight local products, and promotions relevant to that location, or offer special discounts for products available nearby.
- **Time and Event:** Consider situational factors like holidays, festivals, or community events. Unique Grocers can create themed promotions and product bundles during these periods to encourage customer engagement and sales. Promote exclusive deals during local events or festivals that encourage people to buy local products.
- **Local Community Engagement:** Build a strong online community that aligns with the local aspect of Unique Grocers. Encourage users to share their experiences and recommendations related to local products and stores. Leverage situational factors like community gatherings or local meetups to enhance customer relationships and build brand loyalty.
- **Contextual Personalization:** Utilizing a customer's past behavior and preferences to deliver contextually relevant content and product recommendations. For instance, if a customer frequently orders organic produce, the platform can suggest new local organic vendors or products based on their preferences.



SUMMERS AND WINTERS (WEATHER-DRIVEN)

LOCATION-BASED TARGETING



CONTEXTUAL PERSONALIZATION

TIME AND EVENT

Advantages of performing situational analysis

“Situational analysis” helps develop a basis for understanding the environment in which a plan is delivered. Some of them are:

- It helps to find problems and provides solutions
- helps in saving time and increased income
- helps to move from the initial state to the goal state
- helps to strategize and reach set desires
- Summarize the organization’s growth

Conclusion :

By using SFA to understand the factors that influence customer decision-making, Unique Grocers can develop marketing strategies that retain customers. By personalizing the customer experience, focusing on customer satisfaction, building relationships with customers, and making it easy for customers to shop, Unique Grocers can create a loyal customer base.

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