

# PLAGI

*by* Patrick T

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## **E-CRM AT COCA-COLA COMPANY**

## **Slide 1: Title**

E-CRM at Coca-Cola Company

## **Slide 2:- Introduction**

- A digital business strategy can improve productivity and customer satisfaction.
- Coca-Cola uses e-CRM to engage and customize customers.
- The plan uses web, mobile, and email media.
- This study will examine how Coca-Cola's digital business strategy affects its e-CRM approach.

Technology helps firms streamline procedures and improve customer service. Customer relationship management (CRM), a key component of digital company strategy, focuses on building customer relationships and satisfaction. Coca-Cola, a beverage giant, uses e-CRM to improve customer service. This strategy uses social media, mobile apps, and email marketing to learn about clients' behaviors and preferences. This article will evaluate Coca-Cola's e-CRM plan and digital business strategy.

## **Slide 3:- Research, observe, and critically evaluate successful digital practices**

- Coca-Cola improves customer interactions via e-CRM.
- Digital platforms and personalized experiences are the strategies.
- Coca-Cola enhanced sales and consumer loyalty.
- Privacy and innovation are issues.

Coca-Cola, a global brand, has improved customer connections via digital approaches. Digital technologies engage customers, anticipate their wants, and personalize their experiences. Coca-Cola employs email, smartphone apps, and social media to research its audience. Sales, customer happiness, and customer base have improved with e-CRM (Williamson et al. 2021). Coca-Cola's e-CRM strategy has struggled with data protection and

innovation. Coca-Cola's digital business and consumer ties have been enhanced using e-CRM.

#### **Slide 4:- Benchmarking**

- Coca-Cola's Facebook page had 105 million followers in 2021.
- Personalized email marketing efforts achieved a 25% open rate, well above the industry average of 18%.
- E-CRM increased 2020 worldwide volume sales by 2% for Coca-Cola.
- Statista valued Coca-Cola at \$80 billion in 2021. The company's brand equity and digital practices are evident.

e-CRM statistics can reveal Coca-Cola's digital business practices' effectiveness. Coca-Cola's 105 million Facebook followers allow it to communicate with customers and build brand loyalty. Personalized email marketing has a high open rate, indicating client interest (Khan et al. 2022). 2020's 2% global volume sales gain supports the company's e-CRM strategy. Finally, Coca-Cola's \$80 billion brand equity reflects its digital practices' success in developing a compelling brand that resonates with customers worldwide. The data illustrate that modern firms need a good e-CRM approach.

#### **Slide 5:- Digital frameworks and technique**

- RACE can evaluate Coca-Cola's e-CRM approach.
- Coca-Cola connects with customers.
- AI/ML can boost conversion rates.
- Innovate to stay ahead.

RACE (Reach, Act, Convert, Engage) can be applied to Coca-Cola's e-CRM strategy. This framework divides the customer experience into four phases to evaluate the business' digital strategies (Overgoor et al. 2019). Coca-Cola has successfully engaged customers via social media and email marketing. However, using AI and ML to provide more personalized product recommendations could boost conversion rates. Coca-Cola, like all businesses, must adapt to stay ahead.

### **Slide 6:- Digital practice or strategy**

- Coca-Cola's e-CRM is disruptive.
- It increased client happiness and loyalty.
- Coca-Cola's industry advantage comes from the practice.
- The strategy needs ongoing technological innovation.

Coca-Cola's eCRM use. e-CRM uses digital tools to study clients, customize experiences, and build lasting relationships. By improving customer satisfaction and brand loyalty, Coca-Cola has outperformed its beverage competitors. Coca-Cola must innovate and adapt to digital changes to keep this strategy relevant (Angira et al. 2021). The e-CRM approach has improved Coca-Cola's digital business practices, strengthening its position as a worldwide beverage leader.

### **Slide 7:- Set own Company**

- AI and machine learning will help Innovate Beverages understand customers.
- Our smartphone app lets users customize drinks and receive personalized discounts.
- Chatbots and live help will be available 24/7.
- Our data privacy policy gives customers power and transparency.

My company, "Innovate Beverages," wants to compete with Coca-Cola. Our e-CRM will be more engaging than Coca-Cola's. We'll use AI and machine learning to assess client data to forecast their tastes. Our app lets you build cocktails and offers exclusive bargains based on your purchases. Our chatbots will address client questions 24/7. Transparent data collection and full client access will also solve data privacy concerns. With these cutting-edge digital technologies, Innovate Beverages should exceed Coca-Cola in sales and customer loyalty.

### **Slide 8:- Recommendation**

- Customer data analysis and customization require AI and machine learning.
- Improve customer service and engagement using chatbots.

- Reach more customers using social media and influencer marketing.
- Keep trying new digital platforms and technology.

Coca-Cola can improve its e-CRM by spending more on artificial intelligence and machine learning to assess client data and customize experiences. Chatbots and other digital assistants may help the company improve customer service and retention. Social media and influencer marketing can help Coca-Cola contact more people and increase product interest. Testing new digital tools and services may help the company stay ahead. Coca-Cola's loyal customers and credibility can help its digital business approach.

### **Slide 9:- Conclusion**

- Coca-Cola's e-CRM strategy boosted customer interactions, brand loyalty, and sales.
- Social media and email marketing engage customers.
- Customer behavior and preferences inform personalized experiences.
- Data privacy and technical innovation are difficult but worth it.

Coca-Cola's e-CRM strategy shows how digital business practices can increase income by improving customer interactions and brand loyalty. Digital platforms have helped the company understand customers' behaviors and preferences, resulting in more personalized services and improved customer satisfaction. Data privacy problems and the necessity for constant technological innovation have hampered Coca-Cola's e-CRM approach. Despite this, e-CRM implementation has outweighed the negatives, and Coca-Cola's success can help other companies enhance their digital operations.

### **Slide 10: References list**

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**Slide 11: Thank you**



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