



**Northumbria  
University**  
NEWCASTLE

**TESCO**

**TESCO**  
*Every little helps*

**BUSINESS INTELLIGENCE**

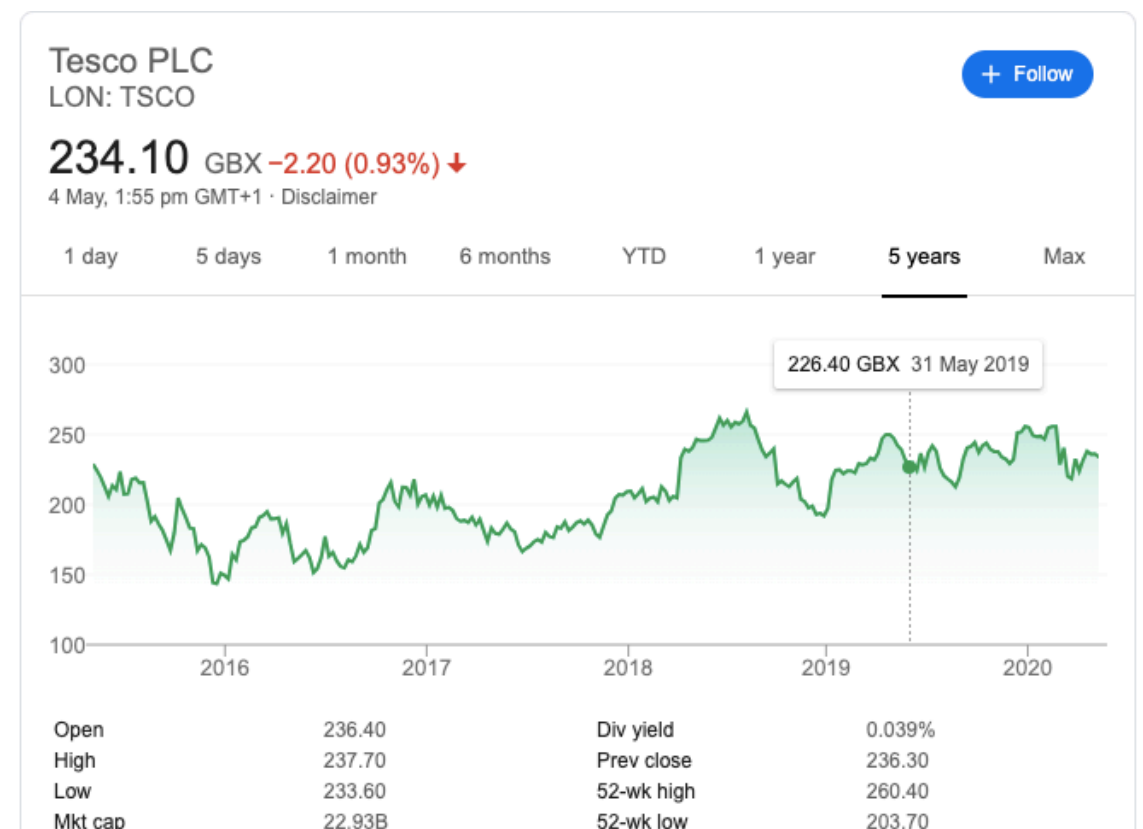
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## LIST OF CONTENTS

- ▶ Overview of case and Organisation
- ▶ Problem Identification
- ▶ Clear Ideas Framework
- ▶ VISA Appraisal
- ▶ Recommendation
- ▶ Conclusion

# OVERVIEW OF CASE AND ORGANISATION

- ▶ Tesco plc, trading as Tesco, is a British multinational groceries and general merchandise retailer with headquarters in Hertfordshire, England, United Kingdom.
- ▶ It is the third-largest retailer in the world measured by gross revenues and the ninth-largest retailer in the world measured by revenues.
- ▶ It has shops across Asia and Europe and has more than 6500 + shops



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# OVERVIEW OF CASE AND ORGANISATION

- ▶ As COVID-19 pandemic breakout , we can expect an uncommon dip in there income this year as a large portion of the income produces in the period of time where it is the phenomenal month for basic food item retailers.
- ▶ Before that there were sufficient stock ,and well sustained supply chain system, in the stores no lines and simple path for the window shopping.
- ▶ Pandemic Situation forcing Shoppers to make purchasing online , and increasing the frequency and volume of online shopping by several folds

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**23 Jan 2020**

## **One fifth of UK retail spend set to be online by 2024**

Posted in [Consumer](#), [Press Release](#), [Consumer](#), [Insurance](#), [Globaldata](#), [Pharma](#), [Homepage](#) [In the Spotlight](#), [Ret](#)

As shoppers continue to shift away from visiting physical stores and gravitate towards the convenience channels, UK online spend is set to reach £75bn by 2024, rising 30.4% over the next five years, according to leading data and analytics company.

The company's latest report, '[UK Online Retailing 2019-2024](#)', reveals that the online channel is forecast to reach one fifth of UK retail spend by 2024, with clothing & footwear remaining the largest product sector as retailers continue to offer a seamless online shopping experience.

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**15 Apr 2020**

## **COVID-19 will change consumers' online shopping behaviour**

Posted in [Coronavirus](#)

Retailers across the world have adapted their delivery and returns propositions to ensure customer and staff safety during the COVID-19 crisis, and these changes will transform consumer expectations of online delivery and returns, says GlobalData, a leading data and analytics company.

The company's latest report, '[COVID-19 impact on delivery and returns](#)', reveals that contactless delivery was widely introduced in China, setting the bar high for retailers and foodservice providers globally. E-commerce giants Alibaba and JD.com's food & grocery arms introduced contactless delivery methods, as well as foodservice providers such as Meituan employing this method for takeaways with customers being informed of both the chef and delivery driver's temperature – a level of detail that has not yet been replicated in other countries. Contactless delivery has been introduced by retailers internationally, including in the UK and US, helping them to keep their online operations open.

# OVERVIEW OF CASE

- ▶ According to our Findings ,TESCO online shoppings getting reviews as worst, bad experience a for the online requests, similar to the conveyance has been deferred or outdated items have been conveyed rather than great one.
- ▶ To add more to the hassle, failed payment, customer woes include broken customer review system ,etc
- ▶ Bad User Experience in some cases, not mobile first user experience



**Tesco**

Reviews 5,542 • Poor



## Tesco Direct Reviews



3.33 Rating 1,745 Reviews



**Company Reviews**



**Questions**



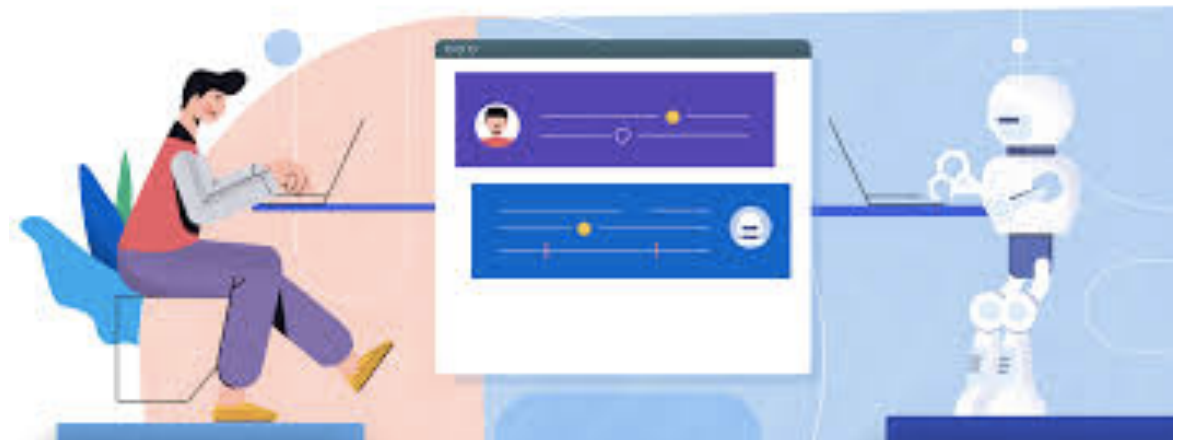
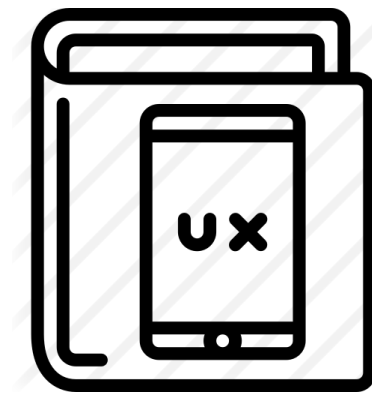
**Insights**

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# PROBLEM IDENTIFICATION

► The website needs to improve mainly on following areas

1. User Experience
2. Reliability
3. Communication Feedback Loop



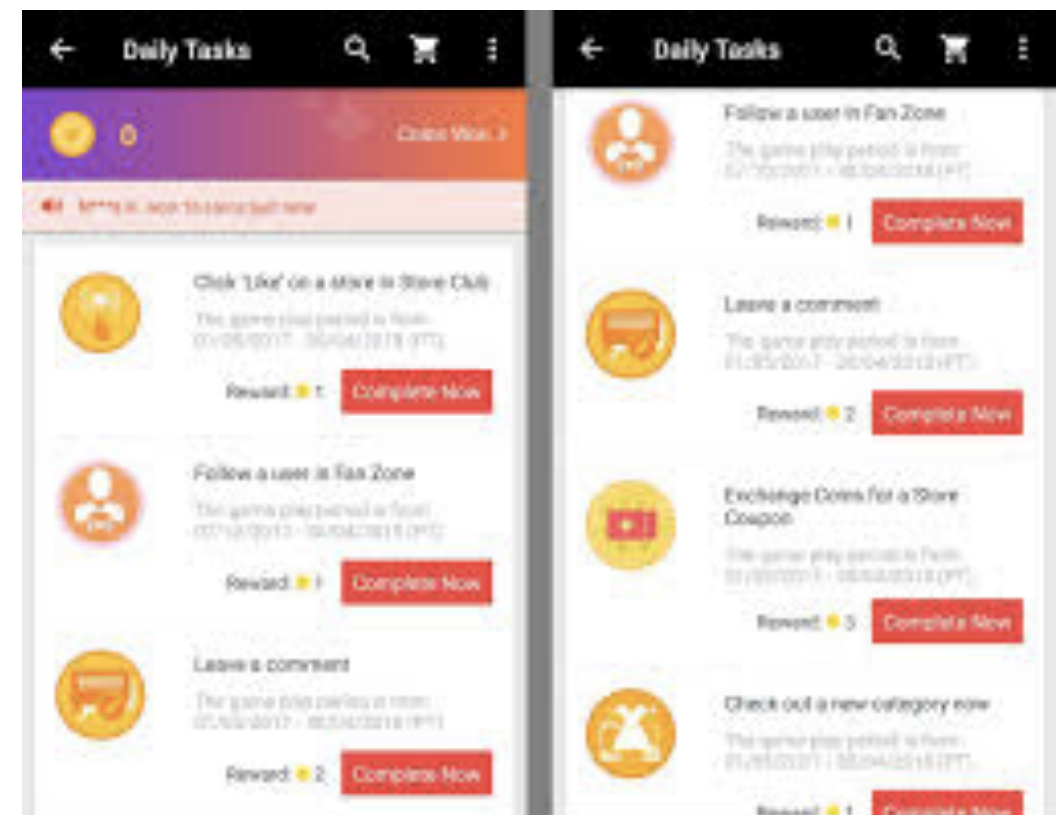
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## CLEAR IDEAS-CAUSE OF PROBLEMS

- ▶ The User Experience of using the website, has certain issues regarding usability like no clearly defined layouts for mobile experience and accessibility
- ▶ Issues in Delivery Supply chain system ,no proper tracking of delivery dates
- ▶ Failed Payment systems and rollback of transactions, takes too much
- ▶ No proper and active feedback system for customers to proactively report the issues.

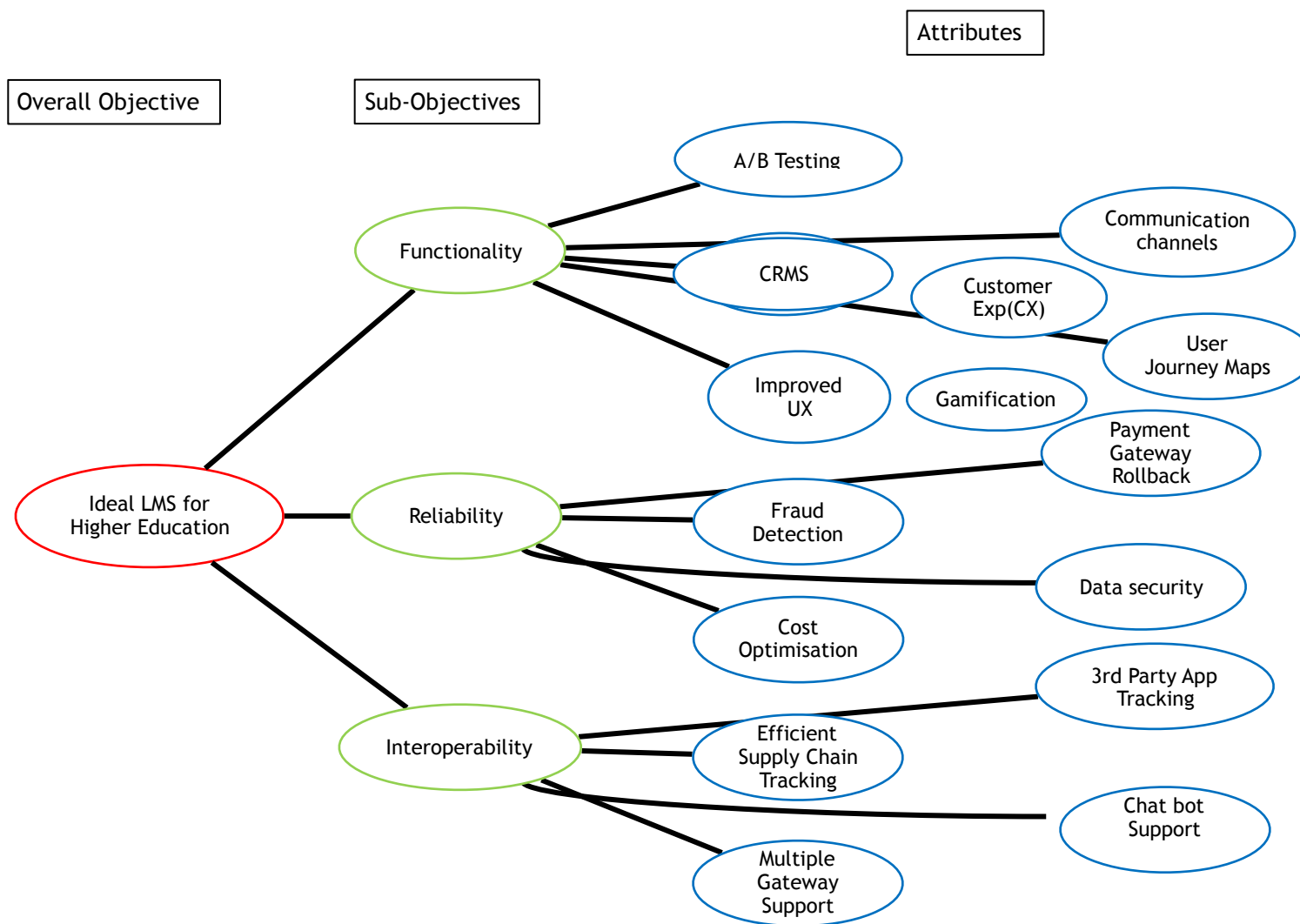
# CLEARCLEAR IDEAS-TO SOLVE PROBLEMS

- ▶ Including ChatOps in the messaging apps and in website
- ▶ Gamification of entire shopping experience
- ▶ Adding More Payment Gateways and Merchants
- ▶ Active Tracking of Delivery and early indication of delivery delay





# ATTRIBUTE TREE



## Sub-Objectives: Functionality, Reliability & Interoperability

Distilled from major goals outlined through secondary research

Found that most attributes fit under all three objectives

## Attributes

Attained from research into current website and ways to improve it

# WEBSITE

POOR CUSTOMER EXPERIENCE (CUSTOMISATION)

NO GUEST ACCOUNT SUPPORT



Groceries

Search



Groceries

F&F Clothing

Tesco Clubcard

Tesco Bank

Tesco Mobile

Recipe

Tesco photo

Tesco magazine

Delivery Saver

NO AI/DATA DRIVEN ADVTS

Good evening

Sign in for the best experience. Not a customer yet? [Register](#)

Meat, fish and poultry from £2  
Save on the star of your meal

Shop offer >



Launchpad



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# VISA DIAGRAM

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# VISA DIAGRAMS

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## RECOMMENDATION

- ▶ Through the VISA and prior research we recommend the TESCO should adapt to mobile first approach for building websites
- ▶ Improved Support through Chatbots (Chat Operations)
- ▶ Active Tracking system for Early Delays in Delivery based on supply chains
- ▶ Gamification and Customisation based on the User Group

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# CONCLUSION

- ▶ The UK Retail in Online Shopping is set to drastically increase , TESCO has massive advantage with supply chain ( Brick & Mortar Stores)
- ▶ Improved Chat and feedback from customers from iterations , improving Customer Experience
- ▶ This investigation stays sensible as through our entrance to the framework we have gotten more prominent experience utilising most specialised viewpoints; along these lines narrowing the SCOPE of our Case Study and giving appropriate suggestions.