

Woolworths Ltd in Retailing (Australia)

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Abstracts

In 2013, Woolworths Managing Director Tjeed Jegen declared, “Our obsession with our customers is at the heart of everything we do”, heralding a new focus on customer analytics for the country’s largest retailer. This was followed by Woolworths acquiring an equity stake in its analytics partner, Quantum, as the retailer looks at leveraging its database of consumer buying behaviour into a competitive advantage.

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