HONG KONG RETAIL SUMMIT 2019
RESHAPING CUSTOMER EXPERIENCE IN THE DIGITAL AGE

A.S. Watson Group

watsons
WORLD’S LARGEST INTERNATIONAL HEALTH & BEAUTY RETAILER
LOYALTY MEMBER ENGAGEMENT

The world’s largest active retail loyalty member base

130+M LOYALTY MEMBERS
EQUIVALENT TO 10TH POPULATED COUNTRY ON EARTH
Retail
RIP
Retail is not dead, but boring retail will.
NEW NORMAL IN RETAIL
MORE Science . Precision . Connection
DIGITAL FACE MAPPING SKIN ANALYZER

Derma Skin Care 敏感肌护理
DIGITAL SELF CHECKOUT / SCAN & GO MODULES
DIGITAL SELF CHECKOUT RFID MODULE

CHEUNG KONG CENTRE
ENDLESS AISLE
O+O+O STORE MODEL

Enhance Customer Experience
1. Manage cloud inventory in a physical store
2. Eliminate out of stock frustrations
3. Enhance customer convenience, choice and cost benefit
4. Improve operational efficiency
Embrace data and technology to CONNECT target shoppers in the fragmented digital landscape.

Market at future SPEED to stay competitive ahead of the digital waves.

Digital transformation is a disruption to the business and industry – management vision and leadership buy-in is a requisite to MAKE IT HAPPEN.