



## Intelligent Retail: Power Up Your Business with O2O Integration 智慧新零售：整合線上線下 引領無限商機

The development of artificial intelligent presents new opportunities and challenges to retail industry. A study by Deloitte has predicted that growth of implementing AI technology in business is expected to touch 87% by 2020. Deploying AI can increase operational efficiency and productivity. Automated system such as chatbot and virtual assistant can prompt with proactive alert messages and suggest personalized product information, delivery management and 7x24 customer services. Utilizing big data analytics enables a deep insight into customer attitudes and preferences to predict future behavior and increase business productivity to drive revenue growth.

### Revolutionize Retail by a Digital Shift

The evolution of technology continues to change business environment and consumer behaviors. With digitization now across all sectors, it is important for traditional industries to embrace new technology to maintain a competitive edge. Being one of the traditional department store brands in Hong Kong, Wing On Department Store is shifting toward s E-commerce to adapt to the changing landscape.

With an effective CRM strategy, it helps to provide customized shopping recommendations based on purchase history and membership, such as membership points, discount offers and birthday offers. Moreover, the useful data can be converted into charts and diagrams to assist sales team in making performance reviews and to better visualize strategic planning. The online store conversion tracking function enables a more effective use of performance metrics such as customers' shopping behaviors, hot products, spending amounts, time spent on the page, age and gender, to deliver a personalized shopping experience.

### Transforming Logistics with Artificial Intelligence and Supply Chain Automation

As online retail grows, so do consumers' expectations for shipping & packaging. We believe the future of logistics focus not only to save time and money but on the intelligent on-time delivery to fulfill the needs of customization. With rising consumer expectations, Casablanca Group adopts the AI logistics solutions to enjoy hassle free service simply pressing the "Shipping" button and automatically connect to the logistics providers to proceed with the shipment. It helps enhancing efficiency and reducing labor costs. In addition, AI can also help in pick up suggestions once customers fill in shipping address to satisfy the demands of last-mile delivery.

Omni-channel with intelligent logistics is the future of retail, leading the fusion of online and offline business with big data

人工智能(AI)為零售業帶來了重大的發展潛力與機會。根據 Deloitte 發佈的《2019 科技、傳媒和電信行業預測》預計來年會有高達 87%的企業使用人工智能的軟件。當中涵蓋多種雲端技術可以優化營運效率和提高生產力，進一步強化競爭優勢。例如：引進聊天機器人或智能語音系統去主動發送提示訊息和推薦個人化的產品資訊、自動管理訂單及送貨、提供 24 小時全天候服務支援，善用大數據自動分析客戶的消費模式，全面掌握並預測未來顧客消費動態。

### 革新傳統行業 從實體店走進網店

因應科技帶來的創新商機與消費模式的轉變，傳統企業要數碼轉型是大勢所趨。作為香港其中一間歷史最悠久的百貨店，「永安百貨」開拓了網店市場以迎合市場趨勢，並建立了完善的客戶關係管理系統。

網店可因應會員的級別作出個性化行銷，自動推薦適合的產品，例如推出消費電子積分、折扣優惠碼、生日優惠等營銷推廣。此外，永安百貨以統一平台整合大數據並轉化為清晰圖表，有助銷售團隊檢視成效及制定未來策略。比起以往實體店取得有限的銷售資訊，網店可以追蹤客戶的購物趨勢、熱賣產品、消費金額、停留在頁面的時間、年齡、性別等數據，令消費體驗更添個性化。

### 智能精準物流配送對 自動化配送供應鏈

隨著網購的普及，現今消費者對包裝及出貨效率等物流服務有更高的期望。為配合網店業務，「卡撒天嬌集團」引入 AI 人工智能系統去進行自動化的運送配對，系統會自動連接物流供應商處理出貨，提升發貨效率及減低人手成本，由顧客填寫訂單上的送貨地址，系統就會自動建議最鄰近的取貨點，大大縮短處理時間，滿足市場對物流"最後一公里"的需求。

全渠道零售結合智慧物流仍然是未來的趨勢，無縫融合實體店與網店的業務，配合大數據分析、數碼

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analytics, marketing automation and smart warehouse management can streamline operations and speed-up internal processes, enhancing customer journey and create new opportunities.

營銷自動化、智能倉存物流配送，進一步優化顧客消費旅程體驗及有效提升營銷，創造新商機。



▲(Up 上圖)

Casablanca e-Store  
Casablanca 網店

◀(Left 左圖)

Wing On Department e-Store  
永安百貨網店

## Able Communications Group ACG 集團 (ACG)

Fusing Cloud Technology, Data Analysis and Business Intelligence, ACG brings O2O sales platforms, mobile applications and digital marketing together to create tremendous exciting business opportunities for our customers. 結合雲端技術、數據分析和商業智慧，ACG 集團創建 O2O 多銷售平台、整合移動應用程式和數碼營銷，為我們的客戶締造無限商機。

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