



How Should Retailers Thrive In New Retail Revolution? 新零售浪潮下，零售商該如何佈局？

New Retail has become a hot topic ever since Jack Ma introduced the concept at Alibaba's 2016 Computing Conference. Since then, online and offline retail giants have been investing heavily in piloting their new retail strategy.

In the past couple of years, Alibaba acquired Hema Fresh Store and Yintai, etc.; Yonghui partnered with JD to go O2O; Amazon opened unmanned stores and physical bookstores, and launched "click & collect" service together with its superstore Whole Foods; Walmart has been actively expanding its online business; local e-tailer HKTVMall has gone from online to offline by opening brick-and-mortar stores. The retail industry is moving towards omnichannel with a blurring of boundary between offline and online commerce.

Create a Seamless O2O Consumer Experience

Nowadays, barcodes are used not only in physical stores, but also for online marketplaces. Major eCommerce platforms such as Amazon, eBay, Google, and Alibaba require merchants to provide barcode (Global Trade Item Number, GTIN) as a product identifier for listing, ensuring that the product information is credible and consistent. The product identifier forms an important bridge between online listings and physical products, helping consumers find the products they want quickly and accurately, delivering a better online shopping experience.

Enhance Consumer Trust through Product Authentication & Traceability

Barcode gives every product a unique identity or "passport" for travelling around the world. With it, products can be traded globally and used everywhere from in-store point-of-sale to online selling, while ensuring consistent and accurate information across all channels. By scanning the barcode, consumers can access to product information, origin, production date etc., or even trace shipping details in a flash, consumer trust is therefore greatly enhanced. On the other hand, retailers can deepen understanding on consumer behaviour and improve consumer experience through capturing barcode data for analytics. Retailers can also enhance consumer safety by tracing a problem back to its source, react quickly and precisely to product recalls to minimize brand damage.

Hang Cheong Loong (H.C.L.), a local health supplement retailer, always places consumer health and safety as its top priority. By scanning product barcode with hidden encryption pattern through a mobile app, consumers can instantly verify the product authenticity. The verification results will be sent to H.C.L. at the same time, allowing it to take immediate action against counterfeiting and protect its brand image.

自馬雲在 2016 年阿里雲棲大會上提出新零售概念後，一語激起千層浪，引爆了新零售浪潮，線上線下零售巨頭紛紛大力佈局。

阿里巴巴收購盒馬鮮生、銀泰等；永輝聯合京東策劃 O2O；Amazon 開設無人店及實體書店，更結合旗下超市 Whole Foods 推出「網購及提貨」服務；Walmart 積極開拓線上業務；本地薑 HKTVMall 從線上走到線下，開設實體店。線上、線下的邊界越趨模糊，零售業正邁向全渠道。

從線下到線上 締造無縫消費體驗

時至今日，條碼早已自由穿梭於實體店和電商平台之間。各大電商如 Amazon、eBay、Google、阿里巴巴派系等都要求商家提供商品條碼 (GTIN) 為產品上架，確保產品資訊可信、一致；同時幫助消費者快速、準確地找到他們想要的產品，提供更優質的網上購物體驗。

實現產品驗證溯源 提升消費者信心

國際條碼賦予產品一個獨一無二的身份證。有了他，產品可以在全球各地通行無阻，資訊一致。掃描條碼即可知道產品資料、生產日期、原產地等，甚至追溯運送記錄，讓消費者有跡可循、買得放心。另一方面，零售商可以透過條碼資料作數據分析，了解消費者喜好，提供更佳的購物體驗。發現有問題的產品，還可快速、準確地回收，減低損害，保障消費者權益。

本地保健品商恒昌隆一直將顧客健康及安全放於首位，因此在產品包裝印上附有隱藏加密技術的條碼，消費者利用手機程式驗證條碼，可即時辨別真偽，讓假貨無所遁形。驗證結果會同時傳送給恒昌隆，以採取打擊偽冒的相應行動，保護品牌形象。



Leverage Big Data Analytics and AI Technology for an Innovative Shopping Experience

To battle the new retail era, retailers need to establish a customer-centric strategy and leverage big data to realize the power of smart retail.

The new generation smart kiosk bridges physical and digital, allowing consumers to enjoy a quality and automated shopping experience at anytime, anywhere. Once a consumer picks up a product to touch and feel, the smart kiosk will detect the product movement, automatically displays coordinate & consistent content such as product information, video, promotion offers, etc. on the digital screen. By scanning the QR code on the screen, consumers can connect to the online shop and complete the shopping process with a mobile phone. In addition, the QR code on the product directs consumers to a designated webpage, drives consumer engagement by linking offline behavior to online channel. With digital coupon solution integrated, it can also drive consumers from online to physical stores, and encourages purchase.

Traditionally, retailers have no way of capturing offline consumer data but relying on the salesperson. Integrated with video analytics, AI and RFID technology, the smart kiosk enables retailers to gain deep insights on consumer profile and product preference through big data analytics. Capitalizing the data intelligence, retailers can formulate effective and targeted marketing campaigns, provide personalized and interactive consumer experience, and convey a unique brand image.

融合大數據和人工智能 革新購物體驗

要趕上新零售浪潮，必須樹立以顧客為中心的思維，利用大數據發揮智慧零售的優勢。

新一代的智慧銷售櫃檯融合線上線下，讓顧客隨時隨地享受優質、自主的購物體驗。當顧客在櫃檯拿起產品觀看、體驗，螢幕立即呈現該產品資訊、影片、購物優惠等，通過掃描螢幕上的 QR Code，可連結至網店選購，即時以手機完成購物程序。此外，商品附有專屬 QR Code，掃描後即連至商家專頁，加強互動。配合數碼優惠券還能將客戶從線上帶往實體店，鼓勵消費。

傳統零售模式下，除卻依靠售貨員，商家無從知曉顧客數據。智慧櫃檯結合視像分析、RFID 以及 AI 科技，透過大數據分析消費者特性與喜好，讓商家深入了解顧客行為，定位目標客戶，進行精準的自動化營銷，提供個性化體驗和便利的消費方式，營造獨特的品牌形象。



Whether it is online or offline, the new retail reality is a demand for effortless and consistent shopping experience across all channels – where retailers make it convenient for shoppers to get what they desire, when and where they want it.

新零售的重點是取悅顧客，商家無需拘泥於線上或線下的模式，應該從消費者需求角度出發，善用與顧客接觸的每條渠道，提供一致的消費體驗。

GS1 Hong Kong

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香港貨品編碼協會於 1989 年由香港總商會成立，是 GS1® 環球組織的香港分會，也是一間非牟利機構，一直致力研發和推動方便採納的全球標準，讓企業可獨有識別、準確擷取及自動分享產品、位置及資產的重要資訊。GS1 總部設於比利時布魯塞爾，並在 150 個國家擁有超過 110 家分會。

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