



## Digitising the Customer Journey through “Enterprise 4.0” 「企業 4.0」為零售體驗數碼轉型

We are in an era when efficiency is a winning factor for retailers. Hong Kong, as an international retail spot, is famous for its speed and variety in goods and services. In the age of innovation, such efficiency can be lifted to the next level with aids from digital transformation. Blending in such tactic, retailers can even customise the purchase journey to a more personalised level through “Enterprise 4.0”. Here are some possible ideas.

### Technology is not to be afraid of

The working population in Hong Kong has been shifting from labour-intensive to intelligence-focused workforce over the past few decades. Shortage of labour has been a pain-point to retailers to maintain daily operations. With advancement in technology, there are further ways to manage the business in a more effective manner.

Digital transformation comes in as a solution to smoothen various processes - from inventory management, sales optimisation, to expansion of sales channels or even uplifting in-store experience. These are examples of how technology make customer journeys easier to manage in the age of smart retail. There have been numerous debates on whether artificial intelligence (AI) and other new technologies might substitute human. Technology does not mean to replace human, on the contrary, it assists us to carry out more value-added tasks, such as strategies planning, new business model development, etc.

### Smartify your value chain

Technology is a good tool to smartify the whole retail development. It does not require to be one big step. Companies can gradually upgrade their businesses in accordance with their established development strategies through “Enterprise 4.0”.

“Enterprise 4.0” is closely aligned with “Industry 4.0”. Such application does not just limit to manufacturing industry. It is also applicable to other non-manufacturing industries, such as retail. Digitalising and upgrading the entire value chain for a smarter and more flexible operation, together with innovative products and services will definitely help drive business growth in the world with demanding customers. It has also become an indispensable part for the development of smart cities.

Keeping pace with intelligentisation, enterprises are getting prepared for “Enterprise 4.0” and moving towards digitalisation through the applications of six key technologies - sensors, internet of things, big data, human-machine interfaces (HMI), artificial intelligence (AI) and robotics. The intelligentised operations and management, providing customers with higher quality personalised products and services, will achieve operational efficiency and open up more business opportunities.

效率是零售業致勝的關鍵。香港作為享譽國際的購物天堂，向來以產品多元化、服務優質見稱，而且凡事講求創新、事事追求卓越。零售業競爭激烈，業界可透過數碼轉型精益求精。在這氛圍下，零售業大可利用「企業 4.0」的概念，將整個購物體驗提升到個人化的層次。那麼科技會為零售業帶來甚麼變化呢？

### 科技並非狼與虎

香港的勞動人口在過去數十年，由勞工密集型轉變到知識型。近年，零售業面對人手不足的挑戰，甚至影響日常運作。隨著科技日益進步，市場上已有相關科技方案協助零售業提升管理效率。

數碼轉型可以協助解決不同問題，由庫存管理、銷售優化，以至擴展銷售渠道，甚至提升店內體驗，也可發揮作用，令整個運作過程更順暢。這正是科技如何重塑顧客體驗的例子，讓業界跨進智慧零售的年代。應用人工智能等新科技，是否等於要取代人手？事實上，科技並非要取代人手，反之而言，好好運用科技便可讓人員處理其他更高增值的工作，例如策略規劃、發展新業務模式等。

### 價值鏈也可更有智慧

科技是發展智慧零售不可缺少的工具。企業不須要一步登天，大可根據本身的發展策略，循序漸進升級至「企業 4.0」。

「企業 4.0」與「工業 4.0」息息相關。「企業 4.0」的概念不限於製造業，在非製造業也大派用場，零售業也不例外，讓企業的整條價值鏈數碼化，升級至更有智慧、更靈活的「企業 4.0」運作模式，以創新產品和服務帶動業務增長，是智慧城市發展不可缺少的一環。

企業可以按著本身的智能化步伐著手籌措「企業 4.0」，透過六大關鍵技術，包括：感應器、網絡、數據、人機介面、人工智能和機械人，帶動產業數碼化，運用智能化營運和管理，為客戶提供更優質及個人化的產品和服務，既取得營運效益，又能抓緊商機。



### Benefits from “Enterprise 4.0”

"Enterprise 4.0" extends the value chain of digitalisation and intelligentisation to the entire purchase process. In other words, it not only helps to enhance inventory management with smart logistics, but also digitalises the shopping experience from purchase to after-sales service, enabling customers to purchase a more personalised product or service, enjoy virtual trial by using VR glasses, and use e-payment. It greatly enriches customers' shopping experience and boosts their satisfaction.

With "Enterprise 4.0", retailers can apply innovative technology to bring new and high-quality shopping experience to customers. The Hong Kong Productivity Council is collaborating with the Hong Kong Retail Management Association to help retailers to smartify their businesses. We shall showcase a wide range of latest technologies to drive the awareness of smart retail and to educate the adoption of the technologies.

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### 「企業 4.0」對零售業有何幫助？

「企業 4.0」將數碼智能價值鏈延伸至整個購買過程，換言之，它不但有助透過智慧物流提升庫存管理效率，更把採購至售後服務的購物體驗也數碼化，包括虛擬試用、電子付款等，提供獨特的個人化產品和服務，大大提升客戶的購物體驗和滿意度。

利用「企業 4.0」，零售業可配合創新科技應用，為客戶帶來全新和優質的購物體驗。生產力局正與香港零售管理協會展開合作，與零售業一同邁向智慧零售的時代。雙方將會攜手舉辦一連串活動，展示不同類型的最新科技，讓更多零售商認識和善用智慧零售的相關應用。

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## Leveraging “Enterprise 4.0” to Seize Business Opportunities

To assist Hong Kong retailers in adopting technologies for productivity enhancement, the HKSAR Government has been offering different assistances to the industry. One of which from the Commerce and Economic Development Bureau is the “Retail Technology Adoption Assistance Scheme” (ReTAAS) since 2014. Some popular projects include building the point-of-sale (POS) management system, e-shop, electronic payment system, inventory management system as well as the security and surveillance system (e.g. CCTV). Retail enterprises can also leverage the opportunities from Technology Voucher under the Innovation and Technology Fund, to purchase technology services or solutions to improve productivity or upgrade their business processes.

The Hong Kong Productivity Council as the pioneer of “Industry 4.0”, will continue the journey of “Enterprise 4.0” with local enterprises, provide appropriate support and advisory services for enterprises to upgrade to “Enterprise 4.0” and tap the unrivalled business opportunities.

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## 「企業 4.0」助你把握商機

香港特區政府致力協助香港零售企業應用科技管理人力需求和提升生產力，包括商務及經濟發展局於 2014 年推出的「零售業人力需求管理科技應用支援計劃」（ReTAAS），常見項目包括：電腦銷售點管理（POS）系統、電子商店（e-Shop）、電子付款系統、庫存管理系統及安全和監控系統（例如：閉路電視系統），作為企業數碼轉型的基礎。另外，零售企業亦可好好利用政府的資源，申請創新及科技基金的科技券，購買科技服務和方案，以提高生產力或升級轉型。

生產力局作為推動「工業 4.0」的先驅，在「企業 4.0」路上將繼續與業界夥伴同行，提供適切的支援和諮詢服務，協助企業升級再轉型，邁進「企業 4.0」，抓緊營商機遇。