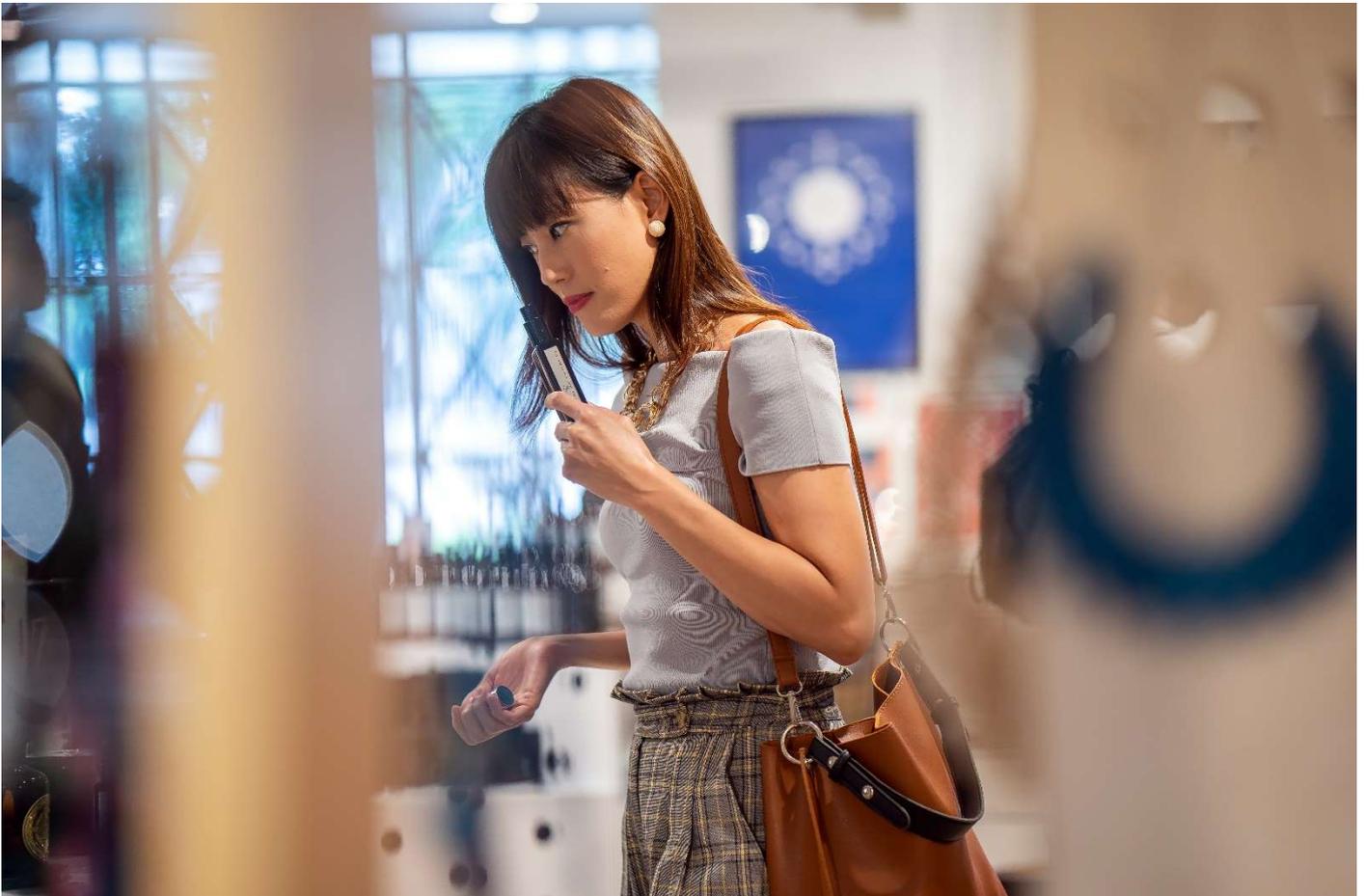# Empowering Omnichannel Customer Experience and Seamless Retail Operations in Cloud
於雲上打造全方位客戶體驗及業務管理

Tech-saavy shoppers are constantly shaping the retail world today, with the prevalence of ecommerce, increased customer expectations and the demand for seamless, personalised omnichannel customer engagement. A brand could capture customer engagement data from its online shop, various social media platforms, instore sales records, mobile app, loyalty programmes, you name it. According to Salesforce's "Trends in Retail and Consumer Goods Marketing" newly released in 2019, the number of channels that retailers use to gather customer data has become 16 in 2018, up from 10 in 2017 (a 60% increase). With multiple complex data sources across channels every day, data unification becomes a real challenge for most retailers.

At the same time, when online shop and backend operations are scattered across different business applications and systems, frontline and backend teams lack a single source of business data to sync up. Without quality data, it becomes more difficult than ever to execute customer-centric business strategies, as well as to gain business insights.

消費者正在不斷塑造今天的零售業。隨著電子商務的普及,客戶期望亦漸漸增加,他們需要一個無縫而全渠道的購物體驗。品牌可以從其電子商店、各種社交媒體平台、店內銷售記錄、手機應用程式、會員計劃等等渠道中獲取客戶數據。根據 Salesforce 在 2019 年新發佈的「零售和消費品營銷趨勢」,零售商用於收集客戶數據的渠道數量在 2018 年達到 16 個,高於 2017 年的 10 個(增長 60%)。因此,面對每天跨渠道複雜的多個數據源,數據統一成為大部份零售商的重大挑戰。

同時,當電子商店和後端操作分散在不同的系統中,前線和後端團隊缺乏統一的業務數據來源,導致業務不能即時同步處理。零售商往往因此未能執行以客戶為中心的推廣策略,以及不能精確掌握業務狀況,失去對業務的洞察力。

Smart Retail Solutions to Unify Commerce on One Single Platform

As strategic innovation reshapes the retail landscape and its practices, Introv makes this journey easy for retailers of all sizes by providing IT consulting services. With the world's finest cloud business management platforms, Introv's Smart Retail solutions have enabled a number well-known retail brands to drive digital transformation.

Introv's Smart Retail offers a holistic approach seamlessly connecting key components of a retail business: Customer Engagement, Inventory Management, Instore Experience and Business Intelligence. By running on a single unified platform, retailers are able to sync up all operations, from accounting and finance, to online and offline sales, ordering, inventory, purchasing and customer engagement, allowing all departments to collaborate with the same source of data while increasing the accuracy and efficiency.

In line with the current industry trends, Introv's Smart Retail consists of a recently developed brand new in-store solution - an intelligent cloud-based shop assistant that rides on the cloud business management platform, driving personalised O2O engagement and superior shopping experience for brands. Now with just a mobile device, salespersons become data-enabled and can view a 360 degree customer profile with purchase records and preferences. This enables clienteling and generates cross-selling and upselling opportunities. Featuring a POS on a mobile device like tablets, check-out processes and membership applications are streamlined and become lineless, enhancing a superior modern shopping experience.

Smart Retail 解決方案助您整合業務

近年，不少創新科技正在重塑零售業環境，Introv 透過提供 IT 諮詢服務，協助各規模的零售商善用科技。配合全球第一的雲端業務管理平台，Introv 的零售解決方案協助眾多知名零售品牌推動數碼化轉型。

Introv 的 Smart Retail 提供完整的角度，可以無縫連接零售業務的關鍵部份：客戶管理，庫存管理，店內體驗和商業智能。通過統一的業務管理平台，零售商能夠使所有操作同步化，包括會計和財務店內、網上銷售、訂購、庫存、採購和客戶管理，使所有部門跟據相同的業務數據協作，增加準確性和效率。

為配合當前的行業趨勢，Introv 的 Smart Retail 包括最近開發的店內解決方案 － 一個基於雲端業務管理平台的智能雲店員，為品牌推動個人化 O2O 的購物體驗。銷售人員只需一個掌上設備，便可以查看客戶數據，包括購買紀錄和偏好等等的 360 度客戶資料。銷售人員能針對地為每一位客人帶來度身訂造的購物體驗，並跟據客人偏好紀錄作出相關貨品推介，增加銷售機會。在掌上設備更設置 POS，能簡化結賬流程以及會員登記程序，提供現代購物體驗。
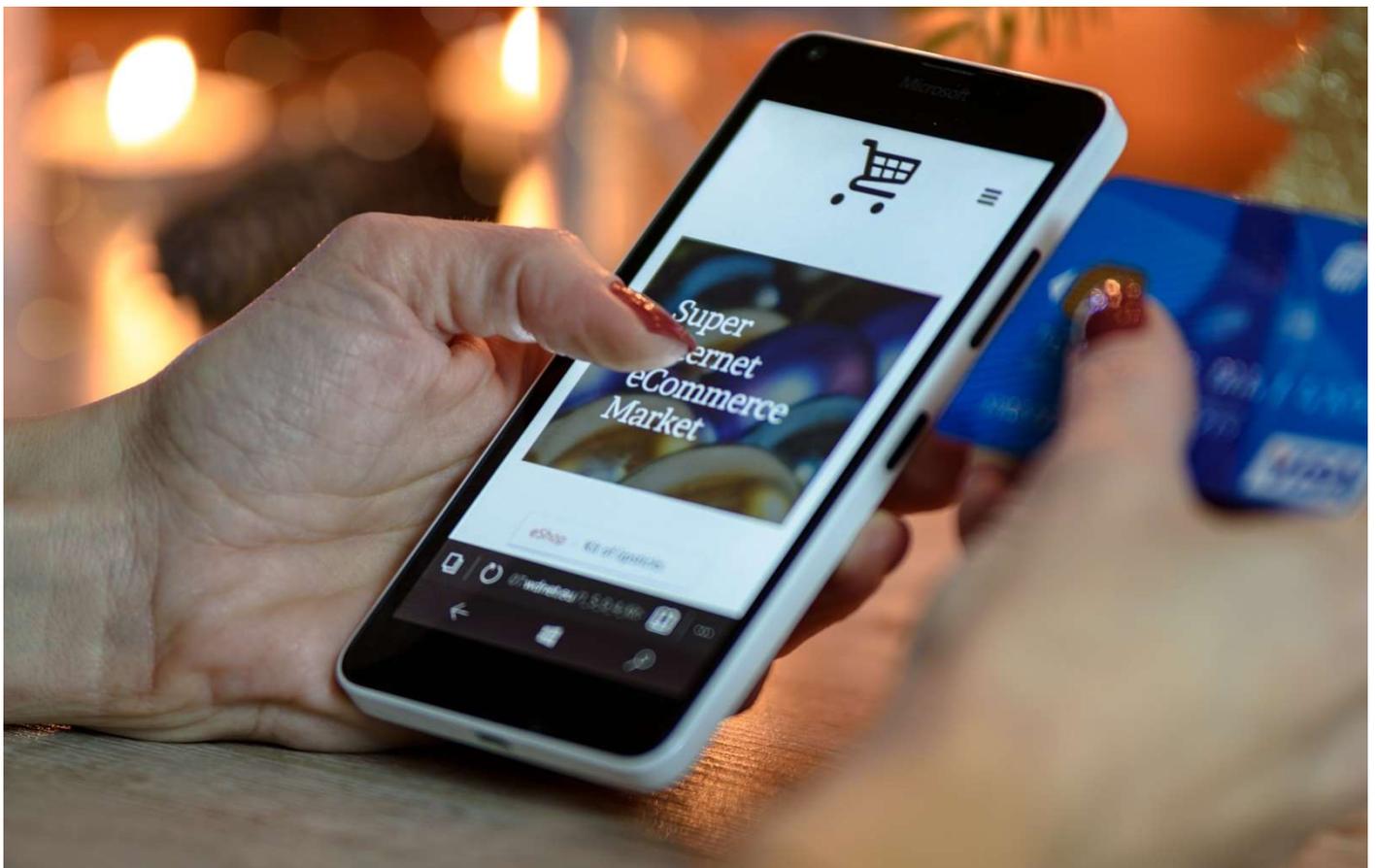
Shaping the Omnichannel End-to-end Customer Journey

打造全方位渠道端到端客戶之旅

Customers are the lifeblood of your business. In retaining them, it's crucial to build a genuinely personalised and rewarding customer journey.

Smart retailers and luxury brands no longer let mysterious shoppers simply pay and go. Retailers want to track customers' data, who they are, what they buy and how they behave, from online to offline. With the right technology, retailers can now map and personalise each and every touchpoint along a buying journey. Retailers can strategically plan and decide how – whether it's a promotional email, SMS, social media advertising or mobile push notification, and at what time that it will be the most effective to interact with customers, based on their online and offline behaviours.

In an instance, recently in 2017, Introv helped a well-known luxury retail brand centralise and seamlessly integrate all their boutiques, ecommerce and offices. Previously, the brand's business applications were scattered without a single platform to centralise all operational processes. The company decided to rebuild the entire ecosystem of business applications, from ERP to CRM, POS systems on a tight timeline.

The company has different subsidiaries across the world but the main office is in Hong Kong. With "Smart Retail" solution, the company established a seamless retail operation cloud platform that natively synchonrises data from all internal teams in real-time, from frontline sales, to ecommerce, ordering management, stock management, finance and accounting and customer servicing. While streamlining workflow across operation teams, the system provided complete transparency on business performance of all subsidiaries for the management team.

More importantly, the "Smart Retail" solution transforms the entire O2O customer journey for the luxury brand. All customer data such as buying habits and purchase history, both online and offline, are now well-integrated and stored in the CRM. The brand can gain a 360 customer view, allowing strategic engagement and more targeted promotions with relevant product recommendations for shopping. Complemented with the modern in-store solution, the luxury brand is able to deliver a superior shopping experience that reinforces the lavish and luxurious brand image. The entire project was successfully completed in just 3 months. Moreover, as being cloud-based, the luxury brand can run the system hassle-free, without the need of huge investment in IT.

客戶是企業的命脈，建立個性化的客戶旅程對保留客戶至為重要。現今，聰明的零售商和奢侈品牌希望從不同的渠道了解消費者，如消費者的個人資料、購買喜好以及行為模式等。透過借助合適的技術，企業可以有策略地計劃和推行企業的決定 – 無論是促銷電子郵件、短訊、社交媒體廣告還是移動推送通知 。

於 2017 年，Introv 協助一個著名的零售品牌整合了他們所有的營運軟件。於整合前，該品牌的業務營運軟件分散，沒有一個平台集中所有運營流程。所以，該公司決定重建公司業務的整個生態系統，他們利用 3 個月的時間去重建整個生態系統，從企業資源計劃(ERP)，顧客關係管理 (CRM)到銷售時點信息系統(POS)。

該品牌的子公司遍佈世界各地，而總部位於香港，透過 Smart Retail 解決方案，該品牌建立了一個無縫的零售營運雲平台，實時處理來自各內部團隊(從銷售到電子商貿、訂購管理、庫存管理、財務會計以及客戶服務) 的數據。在簡化營運團隊的工作流程的同時，系統亦為管理團隊提供了所有子公司的業務績效。

更為重要的是，Smart Retail 解決方案改變了這個品牌整個 O2O 客戶之旅。現在，所有的客戶數據（如在線和離線的購買習慣和購買歷史）都存儲在 CRM 中，使該品牌能全面了解客人的需要，推行針對性的促銷，以及推薦相關的產品，為顧客帶來非凡的購物體驗，強化品牌的形象。整個項目在短短 3 個月內成功完成。此外，由於這個系統由雲端操作，該品牌可以輕鬆使用該系統，而不需投放大的量資源於資訊科技部門。

Introv Limited

Introv is an award-winning, full service IT & Business Management Consultancy Service Provider in APAC. We offer best-in-class collaborative software solutions to companies of all sizes, looking to improve the operational excellence of their business. Our solutions include ERP, CRM, Business Intelligence & Analytics and Mobility.

Introv 是亞太地區屢獲殊榮的全方位服務資訊科技及商業管理諮詢服務供應商。我們為各規模的公司提供一流的軟件解決方案，旨在提高其業務的卓越運營，解決方案包括企業資源規劃，客戶關係管理，商業智能和分析及移動方案。

Website 網址: https://www.introv.com/
Email 電郵: enquiries@introv.com
Tel 電話: (852) 3616 6567

Information is provided by Introv Limited
資料由 Introv Limited 提供