Boosting consumer trust and enabling personalised consumer engagement
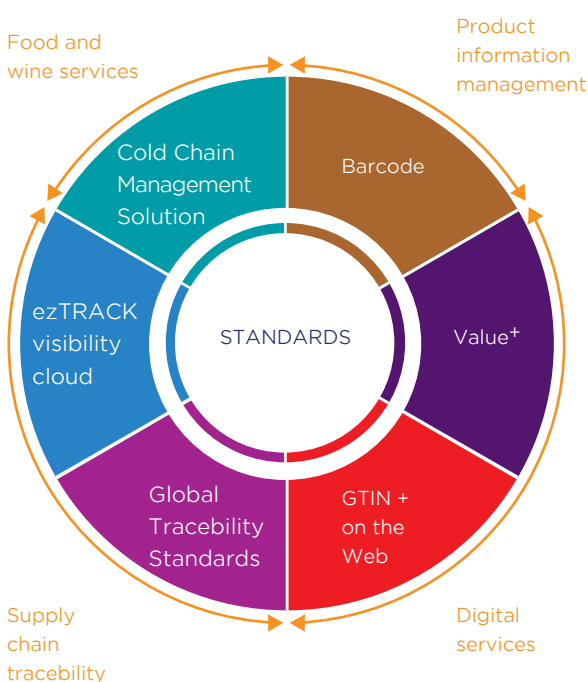
Background

Consumers are more demanding than ever before. Their involvement in online search and social media have made them more connected and entirely comfortable interacting digitally with brands and retailers. In order to remain competitive, retailers have to transform their traditional market activities to a consumer model spurred on by online, mobile shopping, and same day delivery demands.

GS1 standards are helping the retail sector integrate store operations, delivery and inventory management to meet the challenges of the new Omni-channel marketplace and satisfy the expectations of consumers at all stages of their purchasing. We offer services to facilitate retail industry players to adapt to this paradigm shift leveraging an open global EPCIS-standard-based track and trace community service.

GS1 Hong Kong's services and solutions in consumer trust

Food and wine services

Product information management

Cold Chain Management Solution

Barcode

ezTRACK visibility cloud

STANDARDS

Value⁺

Global Tracebility Standards

GTIN + on the Web

Supply chain tracebility

Digital services

BARCODES 4 891668 326689	A barcode (technically called GTIN or Global Trade Item Number) is a number represented in vertical lines of varying widths printed on labels to uniquely identify items enabling the rapid and un-ambiguous identification of products, assets, documents to people using a scanner.
Value⁺	A brand protection & consumer engagement solution that appends a unique serialisation number label to allow end-to-end e-Pedigree visibility to bolster consumer confidence and enable personalised post sales engagements.
GTIN + on the Web	An implementation guideline to expose structured data of products to consumers through online search engine.
Global Traceability Standards	A business process standard describing the traceability process independently from the choice of enabling technologies. It maximises the use of globally established and implemented GS1 System tools that uniquely identify any "traceable item", describe the creation of accurate records of transactions, and provide fast data communication about the traceable item between trading partners.
ezTRACK 蹤橫網	An EPCIS standard-based, globalised track and trace platform that enables real-time visibility of goods and information from the production floor and warehouse via logistics to retail shops. Manufacturers, logistic providers and retailers are able to track and trace real-time information from manufacturing to the consumer.
COLD CHAIN MANAGEMENT	Exceptional supply chain visibility is offered using a simplified, precise, cost-effective and real time temperature monitoring for temperature sensitive products like perishable goods and foodstuffs. Control and monitoring of the cold chain is critical to ensure product safety throughout the supply chain operation.

Assuring consumer safety with traceability

Food: uplifting wine lovers' trust through better wine quality and visible information

Hong Kong based logistics provider, DCH Logistics Company Limited adopts GS1 Global Traceability Standard (GTS), assigns GS1 codes like Global Trade Item Number (GTIN) to product and Serialized Shipping Container Code (SSCC) to logistics units and RFID–based cold chain management solution to enhance global food traceability and supply chain visibility both upstream and downstream through EPCIS for assuring consumer safety.

To learn more: 🔍 GS1 DCH

Wine: building consumer trust by origin authenticity

To accelerate wine import custom clearance process, China Certification and Inspection Group Food Safety Traceability Centre engages GS1 Hong Kong to establish a cross-border traceability platform "ccic 315.com." Built on a GS1 EPCIS-standard-based traceability platform, it enables Shenzhen inspection and quarantine personnel to acquire inspection details conducted at product origin and undertake risk assessments prior to consignments arriving in Shenzhen, thereby expediting clearance significantly. To help increase consumer trust towards the origin authenticity of the product, a QR code encoded a serialised number is attached on each bottle of wine, after the wine is tested at source. Chinese consumers can scan the codes with their smartphones to gain the product information from the origin.

To learn more: 🔍 GS1 CCIC

Fish: visibility from catch to customer

Metro Group, Germany, introduces the Global Standard Traceability Solution not only to cover sustainability and safety aspects but also to provide advanced marketing, efficient recall handling and anti-counterfeiting. A mobile app for smartphones allows consumers to simply scan product barcodes to obtain value chain traceability information together with extended marketing and product information.

To learn more: 🔍 GS1 Metro Catch to Customer

Consumer Electronics: enhancing brand equity & personalized post sales engagement

V-MODA, a US-based lifestyle headphone brand adopted GS1 Serialized Global Trade Item Number (SGTIN) and Value+ solution, a product authentication and consumer engagement service offered by GS1 Hong Kong to all headphone products earmarked for the Asia retail market. Consumers can access to extended product information from point of labeling to packaging distribution and delivery by scanning a QR code printed on the package. After purchase, consumers can scan the QR code printed in the user manual where a unique verification code is added for authentication and warranty registration purposes.
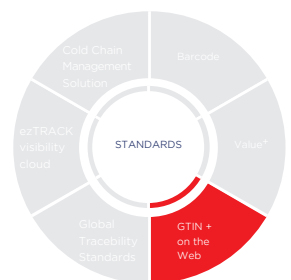
To learn more: 🔍 GS1 V-MODA
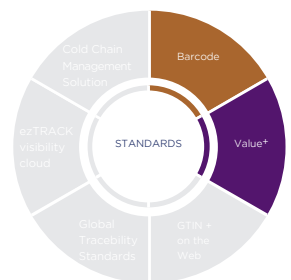
GTIN+ On The Web

Brand Owners, Manufacturers, Retailers, Advertising Agencies and Search Engine Optimisation Strategists can benefit from providing structured data about products and product offerings to improve the visibility / discoverability of those products or offerings on the web.

To learn more: 🔍 GTIN+ on the web

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