

Optimising your business success through values creation



As today's market landscape continues to evolve, enterprises are facing increasingly complex challenges. Retaining customer loyalty remains one of these concerns. Modern consumers are digital-savvy and flooded with information about competitors' products, prices and promotions. Before making purchase decisions, they tend to check out the products in detail. They also favour a more personalized shopping experience, in addition to price discounts and promotional offers.

To compete for their dollars and loyalty, companies must strive to create value through service enhancements. Value does not necessarily equate to the lowest price, but the level of customer satisfaction based on the quality or worth delivered by the product or service purchased. In a way, it reflects the extent of importance that the retailer attaches to fulfilling the customers' every need.

Brand owners, distributors and retailers are also obliged to protect their customers' interest as well as their own against counterfeiting and grey market activities proliferating around the world.

Value⁺ : a powerful, all-in-one solution

GS1 Hong Kong has launched Value+, an innovative consumer loyalty solution aimed at enabling brand owners, distributors and retailers to engage customers and build brand awareness through marketing promotion, offering value-added services, as well as enabling anti-counterfeiting and monitoring potential parallel imports issues.

Strengthen customer loyalty with just one scan

Through the Value+ solution, brand owners and retailers can connect with customers easily. By scanning the product's QR code, customers can obtain unique product features and creative content that out of the packaging. They can even fill in a simple online form to activate their product warranties, enjoy promotional offers, participate in lucky draws, redeem free gifts and e-coupons.





In addition, with the feature in linking with social media, brand awareness will be proliferated among the peers in unpredictable viral effect. As a cost-effective tool for brand enhancements, these features can be customized to the individual company's marketing as well as promotional strategies. Leveraging on Value+, brand owners and retailers can interact directly with their customers to meet their specific needs and gather email addresses and other information for further personalized communication in order to strengthen brand loyalty.

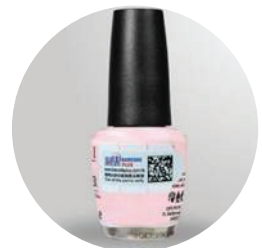
Better channel management via end-to-end visibility

By implementing GS1 Hong Kong's Value+ solution, industry stakeholders can track the STATUS of all their product items at any given location and time, throughout the supply chain. For instance, this will enable them to tell whether a product is in the warehouse, in a container truck, on the retail shelf or sold. Participating companies will also be alerted to sales of their products in any unauthorized markets, outlets or channels. With the information provided to them accurately and in real time, they can monitor parallel import activities and act quickly and proactively.



Fight counterfeit to protect brand equity

Value+ solution allows customers to verify product authenticity – including sales status, location and whether it is authorized for sale in the local market prior to purchase. They can do this just by scanning the QR code with a smart phone. From an anti-counterfeiting perspective, GS1 Hong Kong's Value+ helps enlists consumers to become a brand's quality inspector and this will discourage them from purchasing counterfeit and parallel imports altogether.



An unique label serial number

Date: 01/05/2012
Status: Ready for Sale
Selling Location:
XX Wanchai Store

Win-win outcomes

Business benefits:

- Enhance services including warranty registration, discount and e-coupon offers and loyalty programs on a single mobile platform
- Strengthen customer trust and confidence
- Protect brand reputation and image

Consumer benefits:

- Guarantee product quality and consumption safety
- Ensure product authenticity
- Prevent financial losses
- Enhance shopping experience

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