

SYT Wellness GO DIGITAL with Smart Barcode & QR



Hong Kong

Go Digital

SYT Wellness 上醫堂

Famous Chinese Medicine Clinic Uses Digitalised Barcode to Promote Health Recipes
名人中醫館以數碼化條碼弘揚保健秘方

About the Company 公司簡介

With over 40 years of clinical experience, registered Chinese medicine practitioners Dr. Cheung Yung established SYT Wellness Pain Specialist Chinese Medicine Clinic in 2016. Providing solutions to diversified issues, the treatment covers traditional Chinese medicine, massage therapy, bone settings, and more. The clinic is widely recognised with more than 50,000 medical visits per year.

擁有40多年臨床經驗的香港註冊中醫師張勇於2016年創辦香港上醫堂中醫痛症專科診所，針對香港人的都市病及痛症，提供中醫、推拿及跌打等全面的治療。每年看診5萬多宗，廣受好評。

Background 背景

Believing that “prevention is better than cure”, Dr. Cheung offers not only traditional therapies like acupuncture and prescription of herbal formula, but also introduced a range of wellness supplements, herbal tea and soup collections, to help people fend off disease. The supplements include MindRx sleep aid product that helps improve sleep quality and concentration, Aller3+ for the irritable nose and guts, among others.

From sourcing, harvesting, extracting the raw ingredients to production, SYT Wellness strictly complies with international certification standards (e.g. GMP, ISO standards), ensuring no detectable levels of heavy metals and other harmful substances. Mostly made in Hong Kong, SYT Wellness applied GS1 Hong Kong barcode to facilitate identification and getting listed onto retail shops and online stores.

張勇醫師除了以針灸、把脈開方等方法治療病人外，亦深信「上醫醫未病之病」的道理，所以推出一系列保健品、茶包、湯包，讓大眾防病患於未然。當中包括改善睡眠質素及集中力配方的減壓保健產品「心肝定」、改善鼻道及腸胃敏感的「抗敏元」。

產品的採購、提取到加工生產製造過程都嚴格遵守國際認證標準(GMP及ISO等)，確保不含重金屬及其他有害物質。由於大部分產品皆是香港製造，上醫堂便向GS1 Hong Kong申請了條碼，方便識別港貨之餘，亦有利產品在零售店及網店上架。



“Our products are relatively new to the market, so we are doing whatever we can on promotion. The Smart Barcode and Smart QR on product package can let consumers scan for more product information, watch and share promotional video, receive coupons for shopping and more, so it’s logical for us to adopt.”

「作為市場新品，必會用盡方法全力推廣。只要簡單將智慧條碼和QR碼印在產品包裝上，便可讓消費者掃碼去理解產品、以短片宣傳及分享、提升搜尋排名、接收優惠去網購等，何樂而不為呢。」



Doug Cheung,
General Manager
總經理 張海翔

GS1 standards used or solution (s) / service (s) applied

- Smart Barcode
- Smart QR

應用的GS1標準或方案/服務

- 智慧條碼
- 智慧QR



Solutions

SYT Wellness supplements are distributed in its own clinics' and e-shop, HKTVMall and The Club, with limited outlets distribution. The clinic, upon knowing that GS1 HK's Smart QR can drive sales campaign and online business, turned to generate the QR on BarcodePlus, a GS1 HK's product information portal, and put onto the product package. The clinic can use the same QR to provide different offers at different times, like launching 11% and 12% rebate during Double-11 and Double-12 online shopping festival, enabling consumers to "scan for surprises".

The Smart QR is applied across products including MindRx, Aller3+, and more. Without changing the packaging, the company can connect consumers to promotional video, or membership programme, or to its e-shop to buy directly by simply changing the QR code linkage. Ideal for customer engagement and boosting sales, the QR code is also easy to implement.

Smart barcode can elevate search engine and e-store ranking. By ensuring SYT Wellness product barcodes are correct on cross-platforms, its customers can use search engine like Google, Yahoo!, Bing to detect barcode and look into the relevant company and product information. Shoppers can also use the in-app scanners by e-com platforms like HKTVMall to identify products, making it easy for them to buy and share, promoting online and offline business.

Benefits

GS1 HK's Smart Barcode and Smart QR support SYT Wellness on its digitalisation journey and long-term growth:

1. Smart QR uses same QR to offer different promotions at different times, linking to abundant information from an array of website
2. Smart barcode can lift up website ranking and product awareness, drive online traffic and connect customers, encouraging old customers to re-purchase with mobile

解決方案

上醫堂保健品現時在自家診所及網店、HKTVMall及The Club網購平台有售，滲透率未算廣泛，在得知可以免費使用GS1 HK的智慧QR進行促銷及帶動網購生意後，立即在GS1 HK的BarcodePlus產品資訊平台上生成QR碼印在產品包裝上。上醫堂遂能在不同時段以同一QR碼推出不同優惠，例如在雙11及雙12時分別推出11%及12%回贈，讓消費者隨時掃出驚喜。

智慧QR已在「心肝定」、「抗敏元」等多款產品應用；公司毋須更改包裝、只需在網上設定QR鏈結，即可連接至宣傳短片、會員計劃登記，以至網店直接購買，既提升顧客互動、增加銷量、亦省時省力。

上醫堂同時知道智慧條碼能提升搜尋及網店排名，便在各平台上確保條碼資料輸入無誤，方便家以Google、Yahoo!、Bing等搜尋引擎去掃描條碼、瀏覽更多公司及產品動態；另外用戶亦能以HKTVMall等網購平台app內置的掃描器識別產品，讓用家即時買、隨時分享予親友，促進線上線下生意。

效益

GS1 HK智慧條碼及智慧QR有助上醫堂數碼化，有利長遠發展：

1. 智慧QR能以同一QR碼在不同時段進行不同推廣，並連接任何網址，提供多元化資訊
2. 智慧條碼有助推高網絡排名及產品知名度、帶動網站人流、連繫顧客，亦便利舊顧客以手機掃碼到網店回購產品。

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