

Livesmart GO SMART with Smart Retail



Wah Hong Convenience Store Ltd 華康便利店有限公司

Social Venture Venturing into New Retail
社企投入新零售 新營銷 新常態



About the Company 公司簡介

Marketed under “Livesmart” brand, Wah Hong Convenience Store is a non-profit company owned by the Hong Kong Society for Rehabilitation. It aims to unlock the talents in people with disability and chronic disease, providing quality service to the general public. It also provides job training for people with rehabilitation needs so that they can return to the job market and become self-reliant. It is currently running 9 retail stores and an online platform selling rehabilitation and healthcare supplies.

華康便利店是香港復康會全資擁有的非牟利公司，以「營康薈」(Livesmart)品牌營運，目的是發揮殘疾人士及長期病患者的能力，為市民提供優質服務，同時為復康人士提供就業培訓，令他們可以重回就業市場，自力更生。現時合共經營9間復康用品和健康產品銷售店及1個網上銷售平台。

Background 背景

Consumers are gradually retracing old shopping habits in addition to spending online, as the infection cases stay low in Hong Kong. Even so, to minimise social contacts, “contactless retail” has been rapidly developing. Wah Hong Convenience Store, a subsidiary of Hong Kong Society for Rehabilitation, is also thinking of ways to drive traffic to its retail stores besides growing online sales, hoping to take advantage of the local residents’ spending and the opportunities that consumption voucher brings.

Brands are more keen to try new tactics to stimulate purchase today. Same for Wah Hong, which is using technology to modernise its retailing, aims to reshape customer shopping experience, expand customer pool and build up loyalty.

本地疫情逐步緩和，消費者在網購之餘亦慢慢恢復疫情前的購物習慣。為了減少不必要社交接觸，「無接觸零售」模式迅速發展。香港復康會屬下社企華康便利店除了積極發展網上銷售渠道，還需思考如何為旗下9間「營康薈」(Livesmart)店鋪帶動人流，把握本地客留港消費、及消費券帶來的商機。

許多品牌都願意作新嘗試吸引顧客購物。華康便利店亦期望透過科技改變傳統的零售模式，重塑消費購物體驗，吸引及開拓客源、提升顧客忠誠度。

“We are committed to offering quality and affordable healthcare and rehabilitation products to our customers. With GS1 HK Smart Retail solution, we are enabled to present our latest product information, bringing more connected shopping experiences and increasing possible transactions.”

「我們致力為顧客提供優質及大眾化的健康食品及復康用品，應用1 HK智慧零售方案有助我們向顧客展示最新產品資訊，帶來最佳的互動購物體驗，增加售出機會。」



Vona Lau,
e-Commerce Manager
電子商務經理 Vona Lau

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

- Smart Retail Solution
- GS1 HK Digital Coupon

應用的GS1標準或方案/服務

- 智慧零售方案
- GS1電子優惠券



Solutions

The company first debuted GS1 HK's smart retail solution at the Livesmart store located at the Austin station in Jordan. It is expected to attract customers with contactless, interactive experience, and better understand the customer demographics with data analytics.

Setup beside the cash register, the smart retail solution - in the form of a smart tray - takes up only a modest space. When shoppers pick up an item from smart tray, product information will be displayed on touch screen automatically, allowing shoppers to understand the products better. With the use of AI technology and machine learning, patrons will see customised product recommendation and personalised promotion in digital coupon format, incentivising to purchase.

Equipped with video analytics technology, Livesmart is able to acquire and learn the basic shopper information and behaviour which facilitates targeted marketing. The contactless retail model not only helps address shoppers' concern on close contact, but also relieve manpower needs without affecting buyers' experience.

解決方案

公司率先於佐敦柯士甸港鐵站內的營康薈安裝GS1 HK智慧零售方案，冀以無接觸的互動體驗招徠顧客，並以數據分析掌握消費群特徵。

智慧零售方案以智能托盤(SmartTray)形式呈現，放在收銀處只佔極少位置；當消費者從托盤端起產品查看時，觸碰式屏幕會自動顯示多媒體產品資訊，吸引消費者深入了解該產品。方案同時會利用人工智能及機器學習等科技，向消費者推薦相關產品，而顧客亦可透過屏幕獲取電子優惠券，有助刺激購物。

方案具備影像分析功能，助營康薈掌握顧客基本資料和購物行為，方便精準營銷。疫情期間，這種無接觸式銷售不但緩解顧客憂慮，亦減少員工數量需求而不會影響消費體驗，一舉數得。

Benefits

Livesmart uses GS1 HK's Smart Retail and Digital Coupon solutions that help:

1. Provide interactive, contactless shopping experience to appeal to consumers and drive traffic
2. Grasp target customer group data for tailored promotion and boost sales

效益

營康薈利用GS1 HK的智慧零售方案和電子優惠券有助：

1. 以互動、無接觸式體驗吸引消費者，帶動人流
2. 獲悉消費群數據，實現針對性推廣、促進銷售

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