

Omni-channel Tango: When online compliment offline to choreograph the Dance

全渠道零售之舞：
如何有效結合線上與線下資源？

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Is Hong Kong Ready for **E-commerce**?

Online Sales in HK
(\$1.5 Billion)

<1%



Market Growth
Opportunities



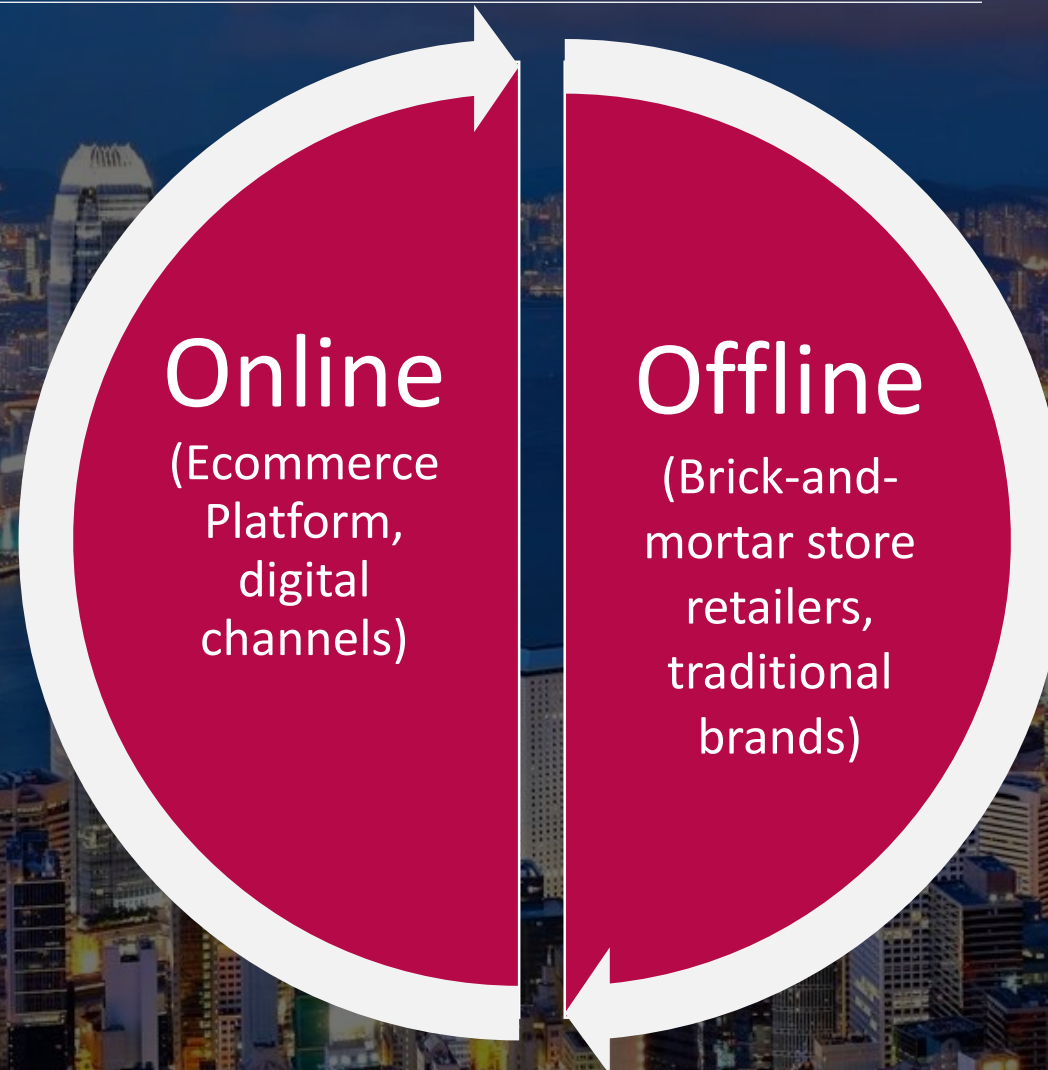
Omni-Channel: Not only offline to online, but also online to offline

 刘强东
04-10 13:30

百万京东便利店计划正式出炉！未来五年，京东将在全国开设超过一百万家京东便利店！其中一半在农村！每个村都有！这是继一万家京东家电专卖店计划后的第三个线下合作项目。还有一个线...



Omni-Channel: Not only offline to online, but also online to offline





The Era of New Retail

“The word 'e-commerce' will soon be retired. In future, China, the world and all mankind will be deeply impacted by "Five Big New's" of the future.”

- Jack Ma, Founder of Alibaba



**OMNI-Channel
= Redefined the Business**



What OMNI-Channel really means?

**Online & Offline
should be like this...**

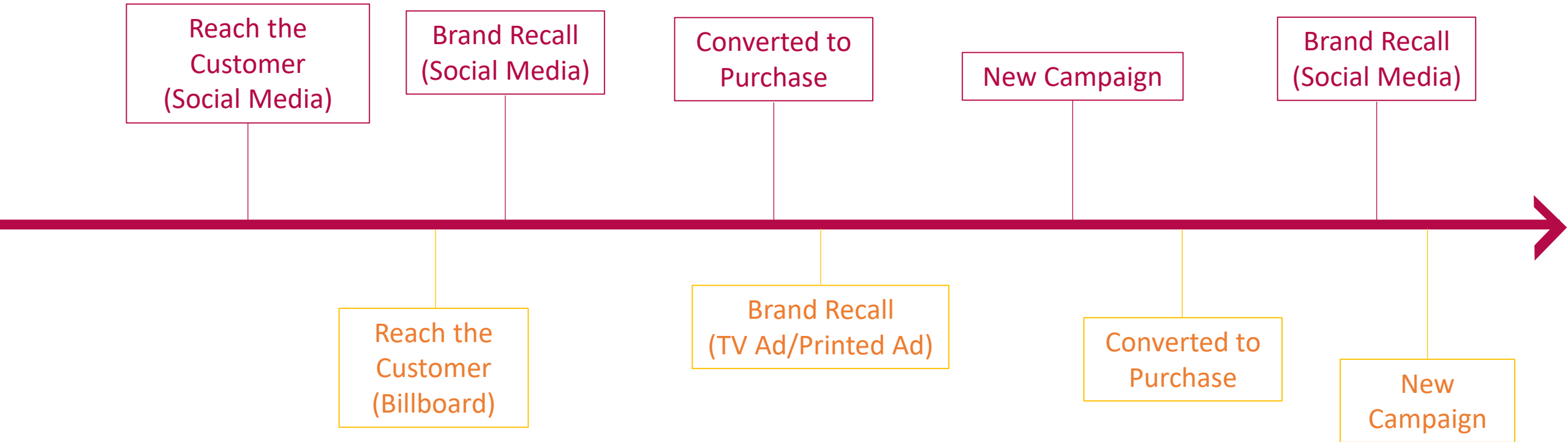


Not this...



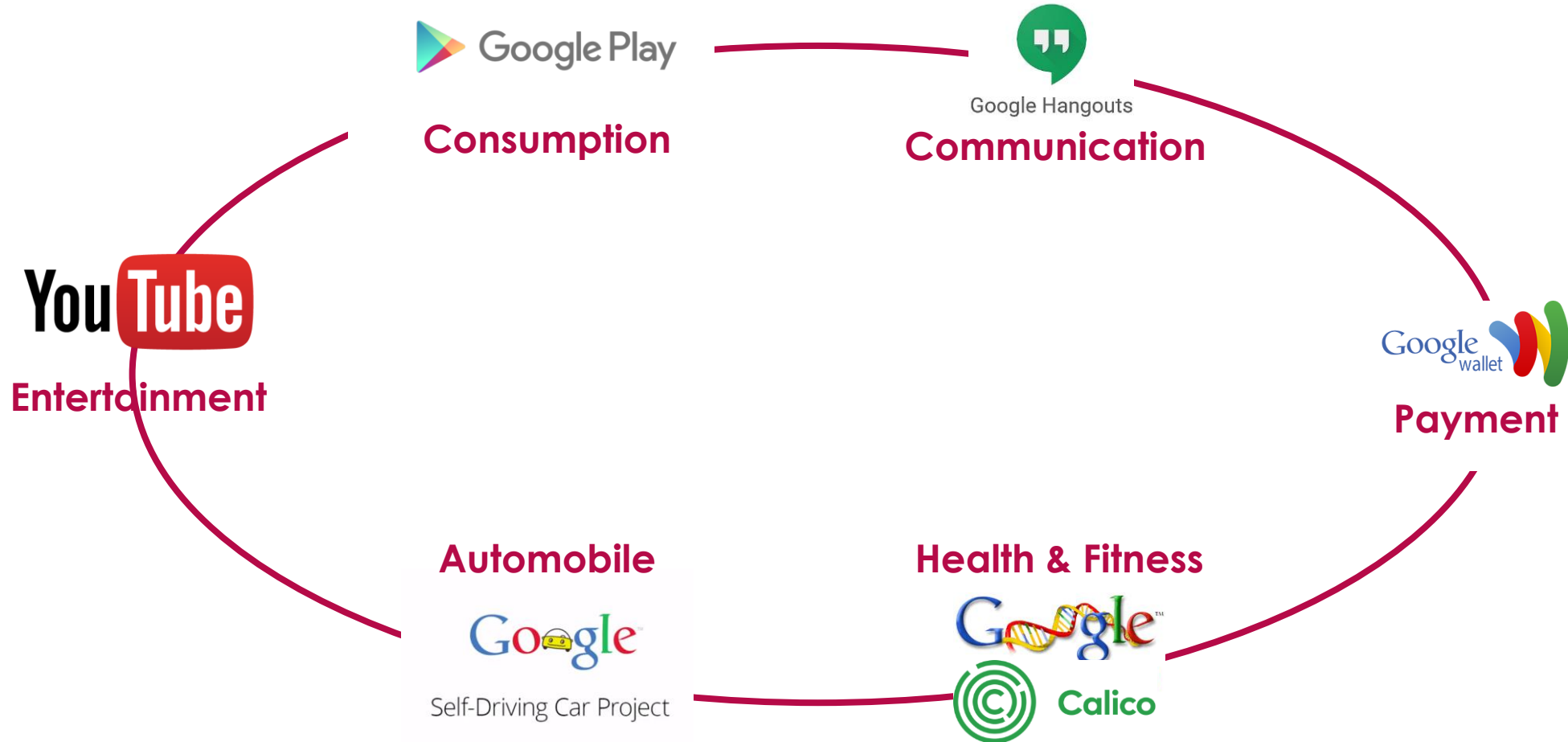
Current O2O Practice

Think linear, not as circle/loop with result in lost of online-offline data synchronizing



**This is parallel promotion,
not omni-channel.**

OMNI-CHANNEL LANDSCAPE



**Omni-channel = Ecosystem
= Online + Offline**

Difficulties to Launch Omni-Channel Ecosystem



**Large Capital
Investment
= Great Risk**



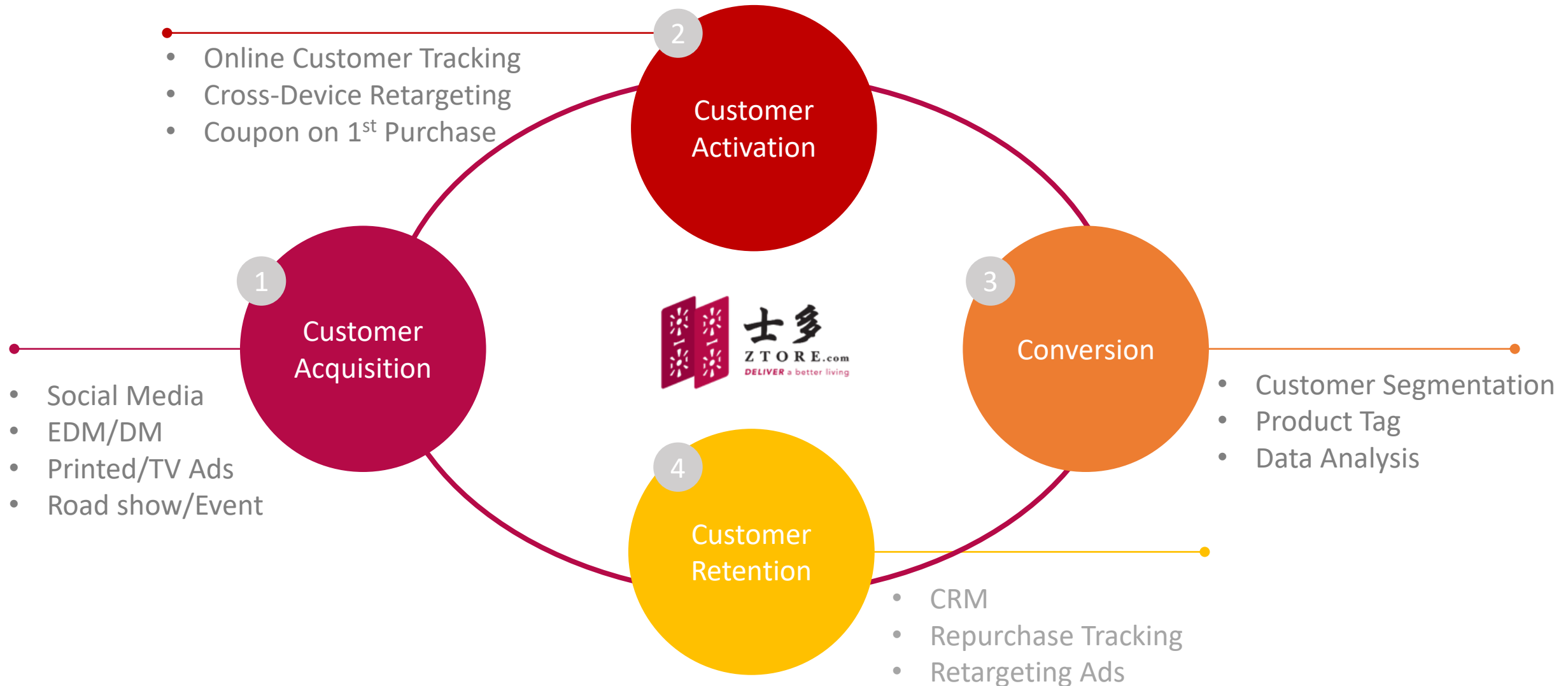
**Lack of
Technology
Know-how & Talent**



**Lagging behind
development**

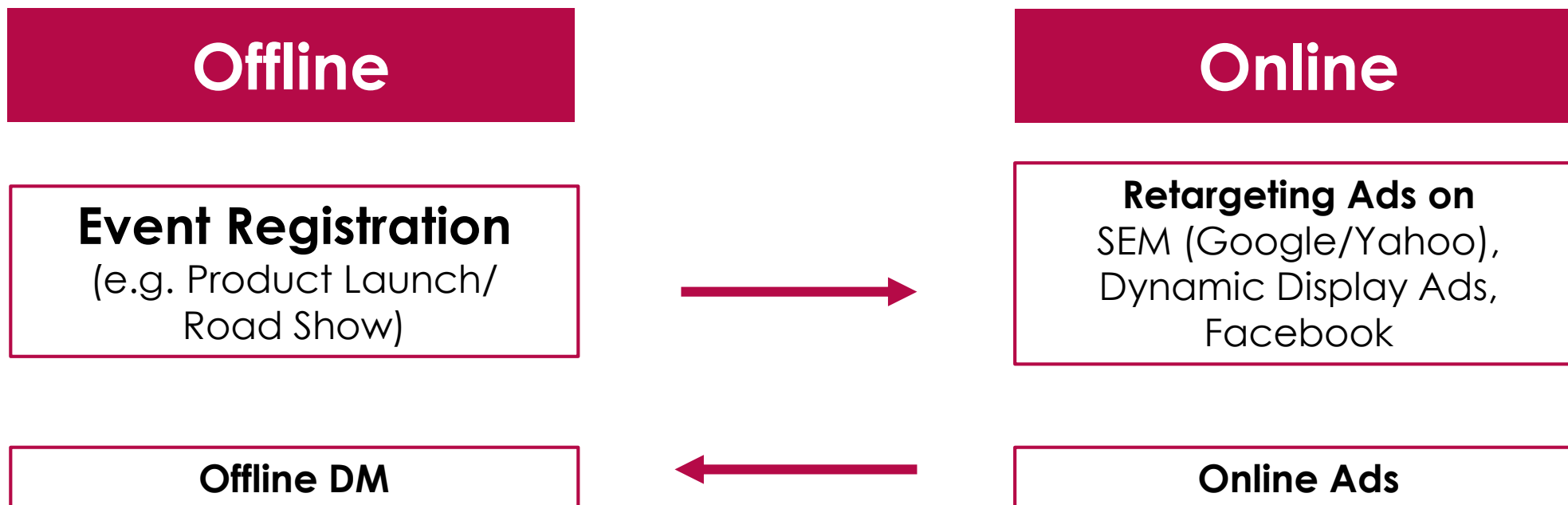
**Strategy to HK Retailers:
Work with Online Specialist to build the
Ecosystem together**

Omni-Channel Customer Journey in Retail



Acquisition & Activation

Synchronize online and offline promotion information to deliver customized message



Activation & Conversion

Focus on the urgency for customer to enjoy the promotion/discount

Online

Customer Tracking

(Google Analytics,
Heatmap Tools)

Incentive

(coupon/EDM/Time offer)

Offline

In-Store Experience

(if have retail store)

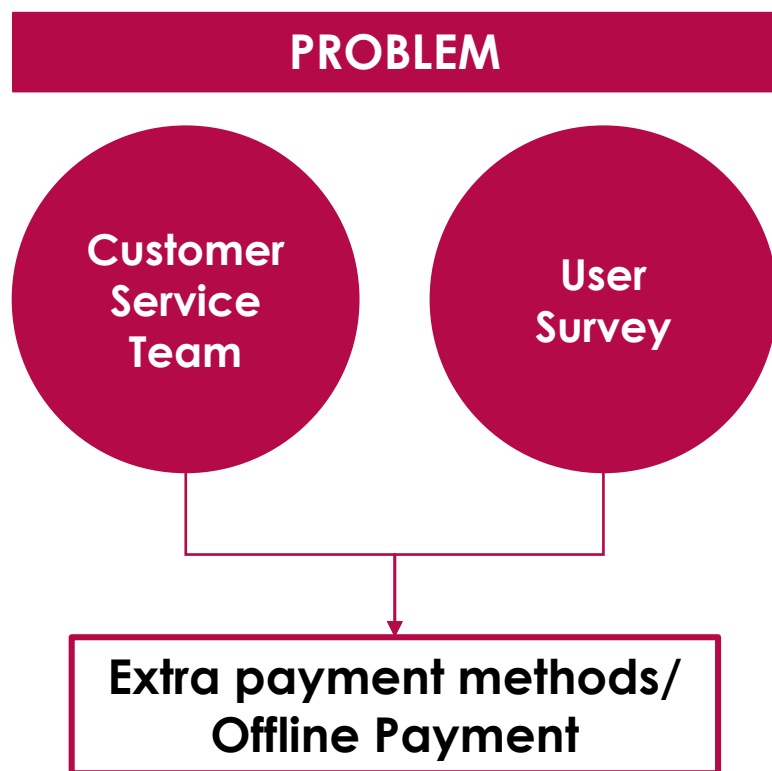
Cross-Channel Media Blast

(E.g. Media Interview etc.)



What we do in Ztore

Online Shopper Use Credit Card Frequently?



SOLUTION



士多ZTORE購物
可以使用TNG
或貨到付款啦!

Cash on delivery and TNG payment
are available on Ztore.com now!

選擇付款方法

以信用卡付款

Secure Payments by Braintree (a PayPal company) - 其中一個最安全、簡單及方便的付款方式。

以現金貨到付款*

*不設找錢，只收港幣，請準時留意貨到。付款上限為HK\$1000。

以TNG付款*

*請留意您將使用手機掃碼，付款上限為HK\$1000。

立即入貨
Shop Now

Experiment in Ztore: Result

Online Shopper Use Credit Card Frequently?

43%

Time Shorten to
activate a
customer

(From register to purchase)*

22%

Customer choose
COD as Payment
Method

70%

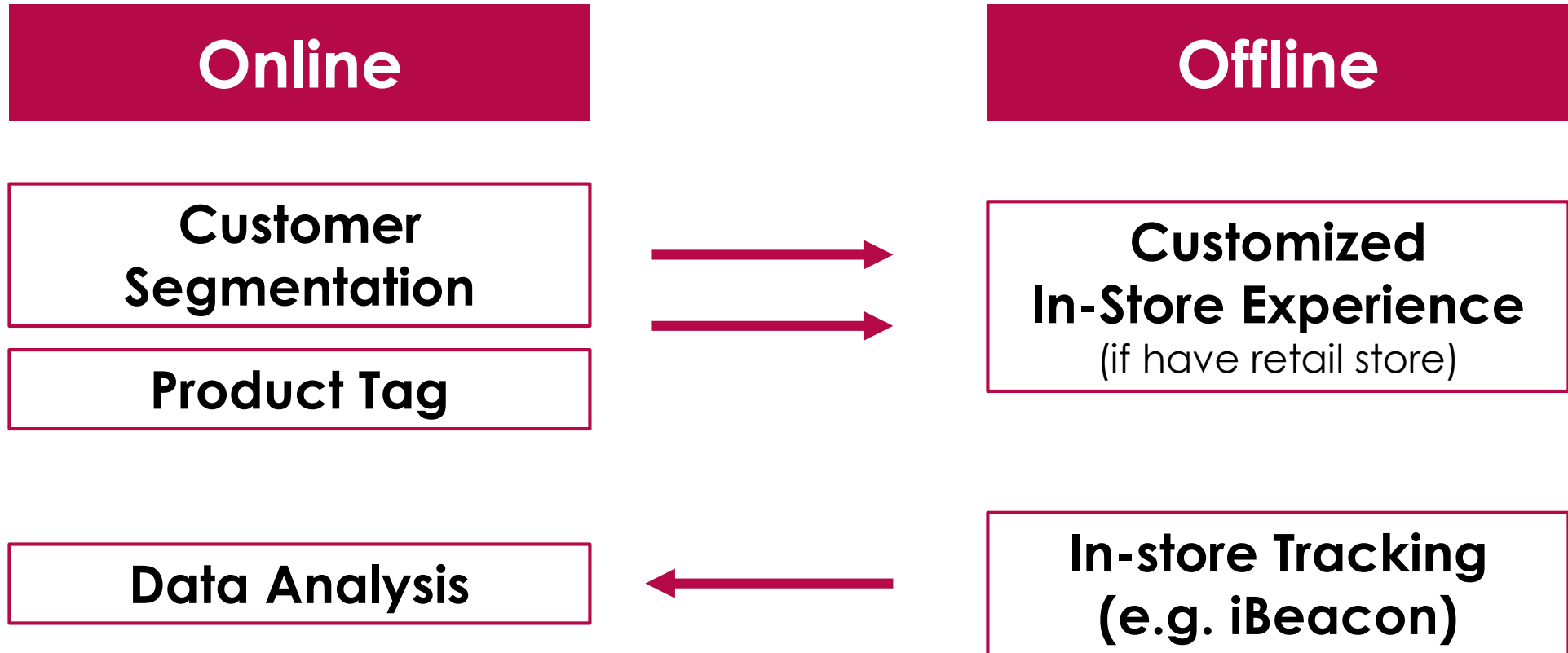
1st purchase customer will
choose COD

Many Hong Kong customers are concerned of the security of online payment via Credit Card.
Cash on Delivery/Third-party payment method are one solution.

*Compare Data 30 days before and after COD is implemented

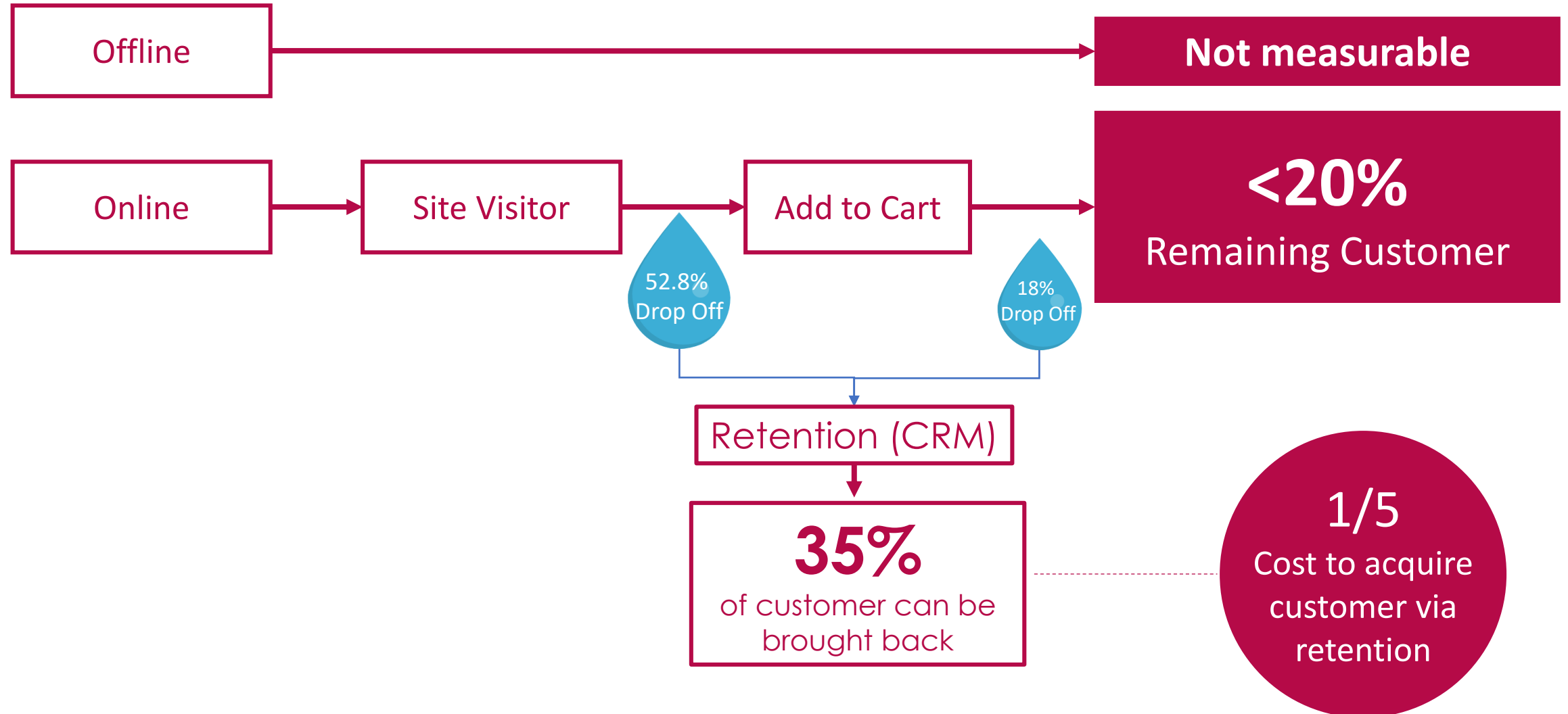
Conversion & Retention

Enhance customer experience based on their online/offline purchase behavior



Why Retention is Important?

Customer Journey



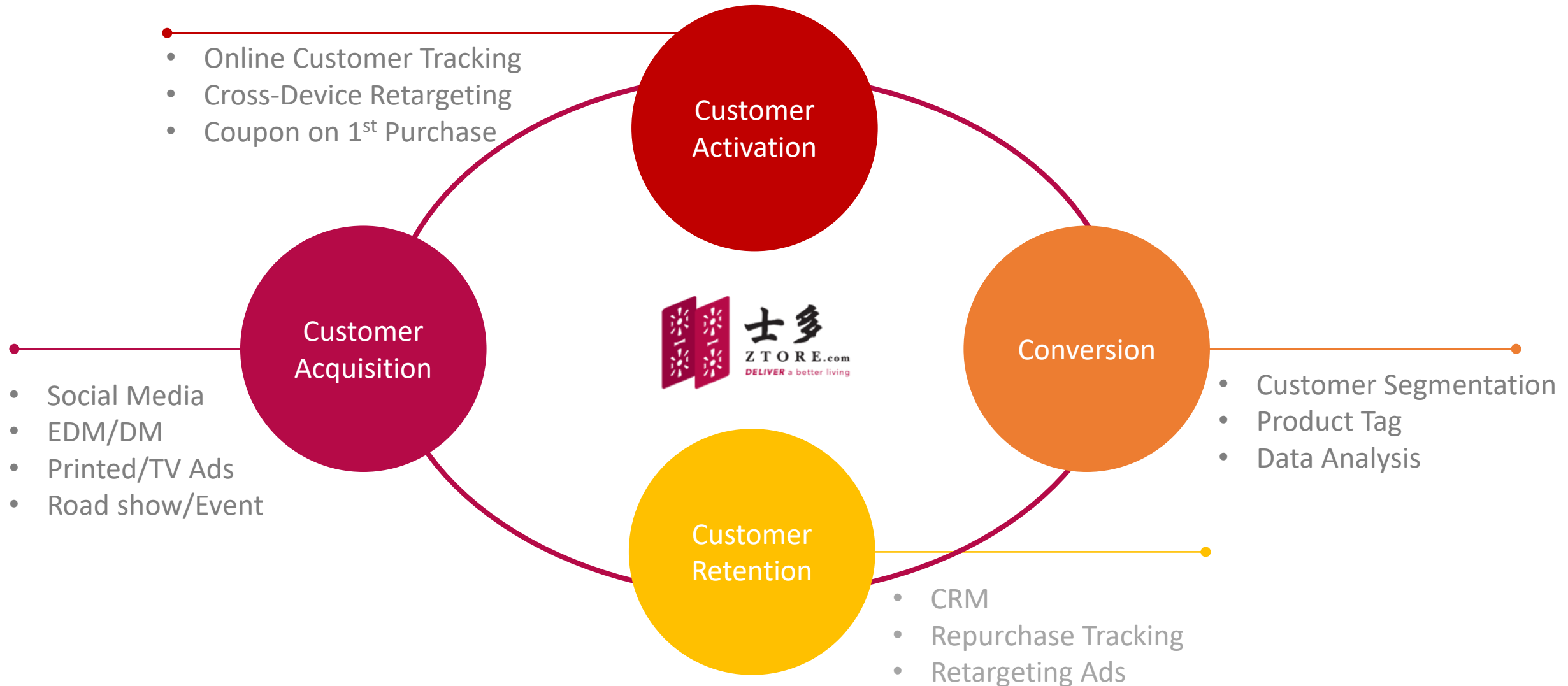
Retention Strategy & Performance



*Market Average is 12.5%

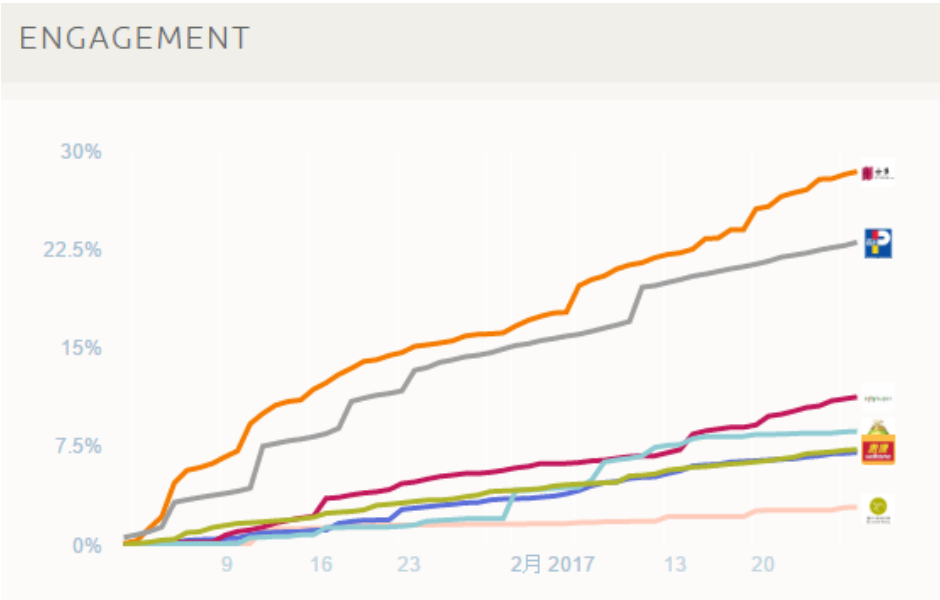
Deliver Value to Your Customer,
And they will pay you back.

Omni-Channel Customer Journey in Retail



When Online & Offline Syncs..

High-level of Engagement



Customer = Your Brand Ambassador

Customer testimonials and social media posts for ZTORE.com:

- Chung Carmen** (8月23日 21:46): 又入貨啦，一樣都係快朝
- Keith Li** (6月6日 凌晨): 士多 Ztore 真有心，又係時候訂貨喇！ #士多 #Ztore
- Candy Tong** (5月27日 · 香港): 話咁快就送到貨 XD 士多 Ztore
- Roy Leung** (8月8日 13:15): 在士多 Ztore 的生活時... 覺得震驚。 Best delivery ever Rang the bell, open door, drop all the stuff, I dont even have a chance to say goodbye Have a lovely day! #ztorehk
- Boris Sham** (7月7日): 正!!!
- Mandy Chiu** (7月30日 11:46): Ztore各位！你們好！我很少在網上購物的，的工作態度，令我感受到，你們的熱誠！負動力！加油！我一定會支持你們的！值得一再提讚！你們的Whatapp，效率很好貨的同事，非常有禮貌！最後！多謝Jack親自寄來的postcard!
- Jack Leung** (comment on Mandy Chiu's post)

When Online & Offline Syncs..

Ztore & Supplier is working to build the Omni-channel together.

Ztore

- Provide seamless online shopping experience
- Data Analysis and Customer Segmentation



Suppliers

- Provide offline customized shopping experience with online data support
- Provide product information to further enhance online user experience

Thank You.



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