



Omnichat

# Omnichannel Chat Commerce

疫情持續下, 品牌如何使用OMO 整合線上線下衝業績

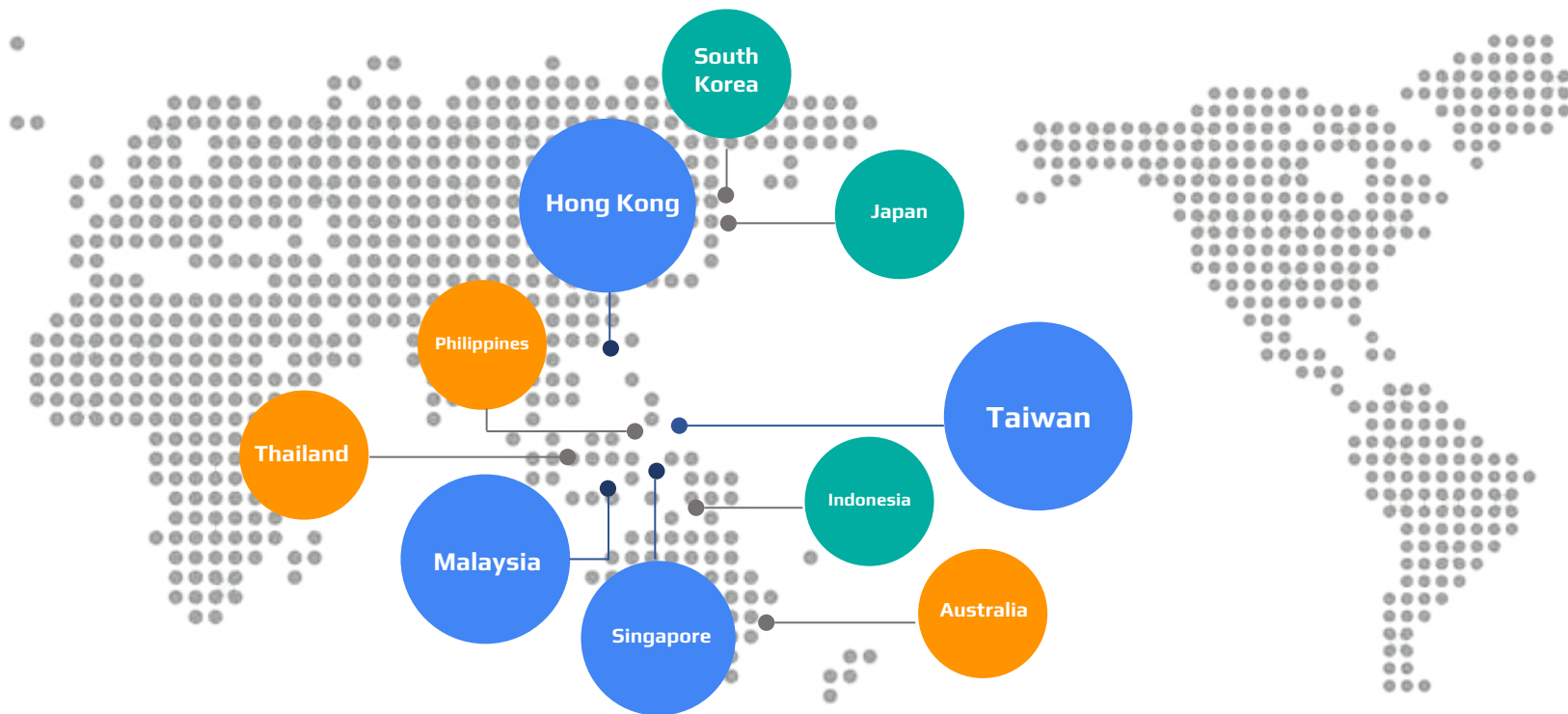
Convert Visitors to Customer through Chat

Alan Chan (Founder & CEO)



# Our Presence

Serving 5000+ businesses across Asia



# Key Clients



六福珠寶  
LUKFOOK JEWELLERY



英皇集團  
EMPEROR GROUP



MeadJohnson  
Nutrition



 Electrolux

 大樑



Venchi  
1878

 LUCULLUS  
HONG KONG EST.1974

JC.Bèauty



 余仁生  
Eu Yan Sang





# Messenger Platform Partnership



\*Official partner provider



\*Official partner provider



\*Official partner provider



\*Official partner provider



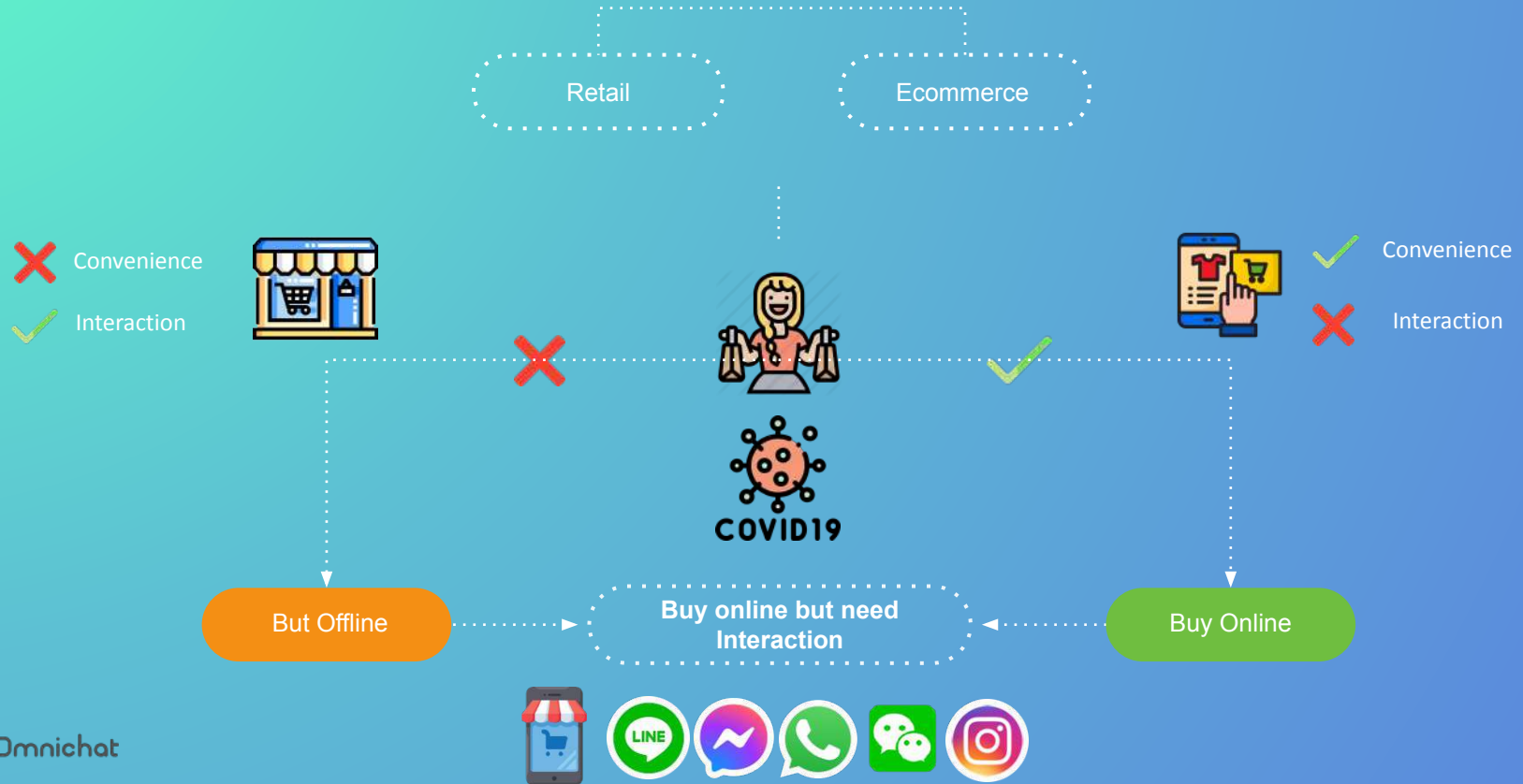
# How Retail facing under Omicron

# Will Hong Kong retail ever catch a break?

OP-ED - 1 WEEK AGO



# Why Retail need OMO Chat Commerce





# How WhatsApp OMO Chat Commerce Works



# 3 Types of Official WhatsApp Account

**WhatsApp Messenger APP**  
(個人版)



WhatsApp  
Messenger

**WhatsApp Business APP**  
(商業帳號)



WhatsApp  
Business

**WhatsApp Business API**  
(官方商業帳號)



WhatsApp  
Business API

# WhatsApp Chat Commerce




## Pros of using WhatsApp Business API Official Account



- Officially Verified
- Brand Image
- All Customer contacts and conversations belong to the Brand, not individual salesperson

# WhatsApp Business APP vs WhatsApp Business API

## WhatsApp Business APP



Salesman A  
<https://wa.me/85252010699>

Salesman B  
<https://wa.me/85252010326>

Salesman C  
<https://wa.me/85252010316>

Salesman D  
<https://wa.me/85252010325>

✓ Easy to setup, buy sim card only

✗ No auto assign flow, need manually assign

✗ Many different numbers for a company as every store has a separate number (Sim Card)

✗ All contacts belong to the individual salesperson but NOT the company

✗ All conversations stored at the individual salesperson, difficult to retrieve when the agents quit

✗ Management cannot oversee all the conversations and CS quality will be a problem

## WhatsApp Business API



✗ Setup need 7-10 business days, but setup **once** only

✓ With **auto assign** flow to assign customers to salesperson

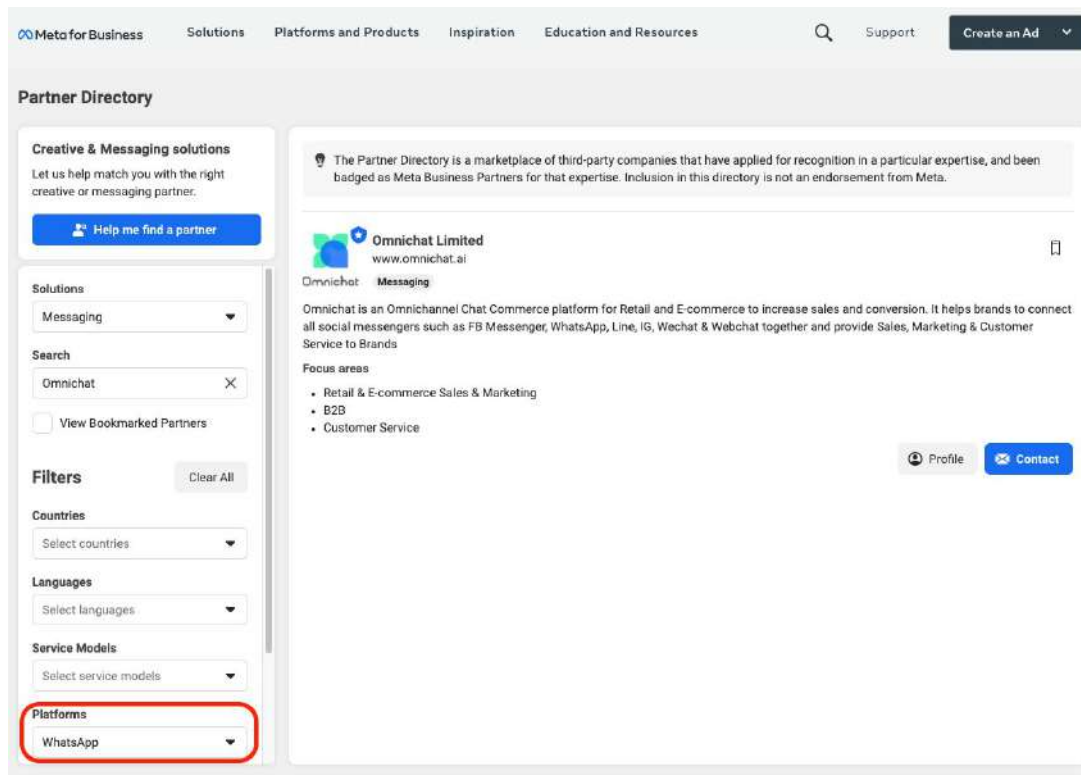
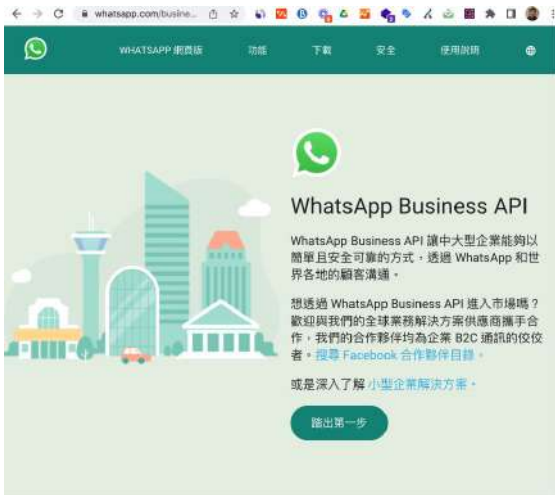
✓ Single **centralised WhatsApp** number to ensure **brand consistency**

✓ All contacts and conversations **belong to company**, not owned by the individual salesperson

✓ Once the salesperson **quits**, the company can **easily retrieve the contacts** and assign to other staff

✓ Management can **oversee** all the conversations and CS **quality** can be guaranteed

# Official WhatsApp Business API



Meta for Business Solutions Platforms and Products Inspiration Education and Resources Support Create an Ad

### Partner Directory

**Creative & Messaging solutions**  
Let us help match you with the right creative or messaging partner.  
[Help me find a partner](#)

**Solutions**  
Messaging

**Search**  
Omnichat  
 View Bookmarked Partners

**Filters** Clear All

**Countries**  
Select countries

**Languages**  
Select languages

**Service Models**  
Select service models

**Platforms**  
WhatsApp

The Partner Directory is a marketplace of third-party companies that have applied for recognition in a particular expertise, and been badged as Meta Business Partners for that expertise. Inclusion in this directory is not an endorsement from Meta.

**Omnichat Limited**  
www.omnichat.ai  
Omnichat Messaging

Omnichat is an Omnichannel Chat Commerce platform for Retail and E-commerce to increase sales and conversion. It helps brands to connect all social messengers such as FB Messenger, WhatsApp, Line, IG, Wechat & Webchat together and provide Sales, Marketing & Customer Service to Brands

**Focus areas**

- Retail & E-commerce Sales & Marketing
- B2B
- Customer Service

[Profile](#) [Contact](#)



# LEGO Kidsland HK



LEGO HK uses Omnichat to integrate WhatsApp for OMO sales, and omnichannel integration official website, Facebook, IG's Marketing and Customer Services

## OMO Sales

- OMO Sales
- WhatsApp Campaign
- CRM
- Broadcasts

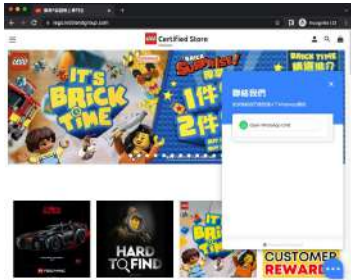


# WhatsApp Chat Commerce



## Fb Ads drive customers to salespersons at Offline Store

Step 1 :  
Customers view  
on Website / FB  
Ads



Step 2 :  
Customers click the Ads and open  
the Brand WhatsApp Official Account



Step 3 :  
Customers auto assign to a salesperson  
to do 1 on 1 conversations

Customer A



Salesperson A



Customer B



Salesperson B



Customer C



Salesperson C



# Chat Commerce Offline to Online

Salesperson send product link to customers on WhatsApp  
(Salesperson drive customers to buy online)

- Salesperson B chat with customers on WhatsApp business account
- The salesperson select the products on the Omnichat App and send product link to customers during chat

Customer



Salesperson B





# Chat Commerce Offline to Online

Customers buy online, the order belongs to the salesperson  
(Salesperson drive customers to buy online)

- Customers click the link and buy online
- The order record belongs to the salesperson



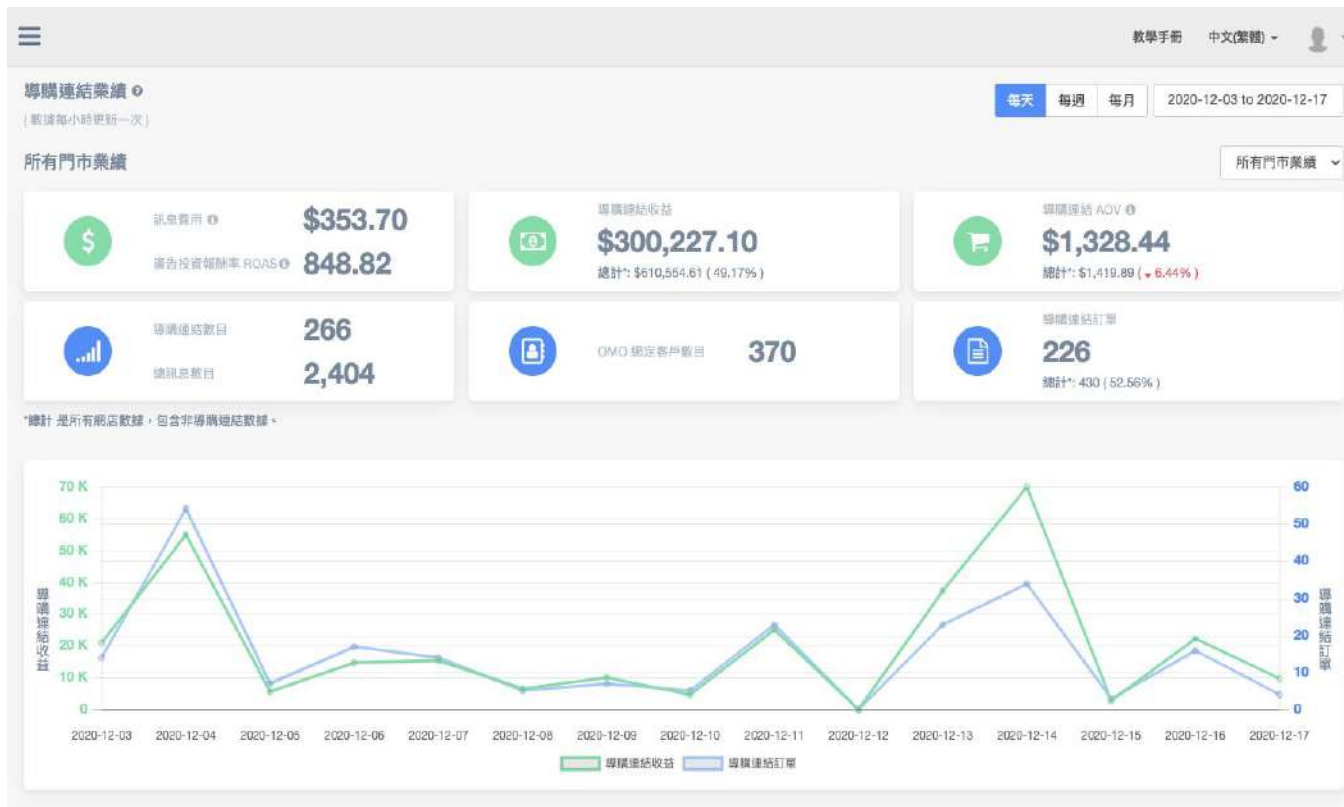
Salesperson B





# Sales Performance Report

## Shop Message Volume / Order / Revenue Performance



# Sales Performance Report

## Individual Sales Message Volume / Order / Revenue Performance

Teammates Statistics																				Search teammate			
#	Branches	Teammate	Employee #	Customers ↑		Message Cost ↓		Message Count ↑		Session Messages ↑		Template Messages ↑		ROAS ↑		Revenue ↓		PR Links ↑		Order Count ↑		AOV ↓	
1				81	3.11%	66.00	2.01%	590.00	4.23%	454	6.23%	136	2.01%	1,066.72	↑ 830.22%	\$106,537.08	18.89%	28	4.42%	96	18.87%	\$1,614.20	↓ 1.47%
2				79	3.04%	279.00	8.54%	1,003.00	7.13%	445	6.10%	658	8.24%	324.52	↑ 92.68%	\$90,541.96	16.88%	61	0.64%	56	15.80%	\$1,648.22	↑ 0.48%
3				182	6.23%	36.00	1.06%	414.00	2.94%	342	4.69%	72	1.06%	1,998.92	↑ 1086.83%	\$71,361.26	12.62%	30	4.74%	50	14.37%	\$1,439.23	↓ 12.15%
4				90	1.92%	25.80	0.75%	387.00	2.75%	336	4.61%	51	0.75%	1,871.51	↑ 1011.18%	\$47,723.48	8.37%	32	5.00%	31	8.91%	\$1,539.47	↓ 6.63%
5				89	2.27%	82.50	2.44%	554.00	3.04%	289	5.33%	186	2.44%	438.31	↑ 158.05%	\$35,965.27	6.31%	61	0.64%	18	5.17%	\$1,999.74	↑ 22.06%
6				68	2.50%	135.00	3.59%	782.00	5.42%	492	6.75%	270	3.99%	248.99	↑ 47.83%	\$33,813.35	5.90%	76	12.01%	22	6.32%	\$1,527.88	↓ 8.74%
7				140	5.38%	103.00	3.04%	654.00	4.65%	448	6.14%	206	3.04%	320.44	↑ 90.28%	\$33,065.09	5.79%	31	4.90%	16	5.17%	\$1,833.82	↑ 11.52%
8				86	3.31%	44.00	1.50%	224.00	1.53%	138	1.86%	88	1.30%	600.02	↑ 258.25%	\$26,460.04	4.63%	9	1.42%	18	5.17%	\$1,468.72	↓ 10.47%
9				0	-	0	-	2.00	0.01%	2	0.03%	0	-	-	-	\$18,271.32	3.20%	2	0.32%	11	3.16%	\$1,661.03	↑ 1.39%
10				85	2.42%	246.00	7.27%	1,077.00	7.05%	585	8.02%	492	7.27%	70.37	↓ 58.22%	\$17,311.42	3.04%	64	13.27%	9	2.59%	\$1,923.48	↑ 17.41%
11				76	2.92%	114.00	3.37%	462.00	3.29%	234	3.21%	228	3.37%	148.58	↑ 11.19%	\$17,052.11	2.96%	13	2.05%	8	2.20%	\$2,131.51	↑ 30.11%
12				39	1.50%	158.00	4.67%	737.00	5.24%	421	5.77%	316	4.67%	104.71	↑ 37.63%	\$16,544.43	2.80%	42	6.64%	12	3.40%	\$1,379.70	↓ 10.84%
13				79	3.04%	78.50	2.32%	987.00	6.31%	730	10.61%	157	2.32%	260.49	↑ 24.38%	\$16,444.65	2.88%	16	2.63%	7	2.01%	\$2,349.24	↓ 43.40%
14				41	1.58%	79.50	2.35%	271.00	1.93%	112	1.64%	156	2.35%	200.39	↑ 18.58%	\$15,930.65	2.79%	13	2.05%	11	3.16%	\$1,448.24	↓ 11.60%
15				54	2.06%	122.50	3.62%	524.00	3.73%	279	3.83%	245	3.62%	65.27	↓ 61.25%	\$7,985.80	1.40%	10	1.53%	5	1.44%	\$1,599.16	↓ 2.39%
16				147	5.85%	116.50	3.93%	854.00	6.07%	615	8.43%	239	3.59%	59.45	↓ 84.70%	\$7,104.42	1.25%	30	4.74%	2	0.57%	\$3,552.21	↑ 116.83%
17				182	6.39%	120.00	3.55%	595.00	4.23%	355	4.87%	240	3.55%	34.45	↓ 78.55%	\$4,133.72	0.73%	18	2.84%	3	0.86%	\$1,377.91	↓ 15.89%
18				182	4.89%	126.50	0.74%	596.00	4.84%	343	4.70%	253	3.74%	28.08	↓ 83.03%	\$3,562.60	0.62%	45	6.79%	2	0.57%	\$1,779.30	↑ 6.43%



LEGO® CERTIFIED STORE OPERATOR

# Drive Online Merge Offline OMO revenue



香港經濟日報報導

**即時查詢**

## 引入Omnichat 全天候也可做銷售

凱知樂 (02122) 今年全力發展網銷，作為 LEGO 代理，獲得該品牌同意成立認證網上專門店。但凱知樂主席兼行政總裁李澄曜認為，網銷也不能冷冰冰，要有人與人的接觸。因此，去年第四季嘗試引入 Omnichat，將不同社交平台、即時通訊平台及網站上的查詢集中處理，並透過系統分配給前綫銷售員真人回應，而銷售人員亦可即時查詢庫存。即是說，無論是回答查詢、銷售，也不限於營業時間內進行。

### 多做生意 助員工提升收入

他解釋，此舉不但有利蒐集顧客意見、購買習慣等數據，更有助提升銷售。舉例，曾有一名客人計劃以萬多元購買聖誕禮物，經銷售員耐心介紹後，客人最後買了 10 多萬元產品。系統使用了約兩星期，透過此渠道已做了約 60 萬元生意。

Time Spent: 2 Weeks

Revenue: HKD 600,000



Timberland

# Timberland - WhatsApp OMO Chat Commerce



Timberland HK uses Omnichat to integrate WhatsApp for OMO sales, Marketing and Customer Services

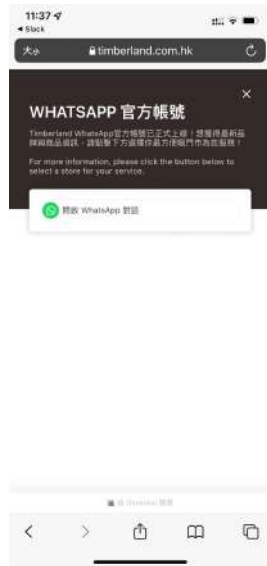
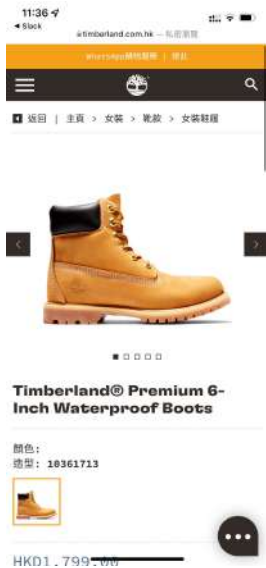




# Timberland WhatsApp OMO Chat Commerce



Customer at Home, view product online, click to chat with Sales Agent in WhatsApp







Timberland

# WhatsApp Online customers connect to Offline Store Salespersons



Step 1 :  
Customers view FB, click link to connect to offline Store



Step 2 :  
Customers select which stores they connect with Offline agent



Step 3 :  
System will auto-assign customers to designated salesperson to do 1 on 1 conversations



Salesperson A



Salesperson B



Salesperson C





Timberland

# WhatsApp OMO Coupon Use Case



Step 1:  
WhatsApp QRcode in Store



Step 2:  
Connect Stores sales  
people to get unique  
coupon



Step 3:  
Customers click to redeem  
the coupon and use on the  
Offline store and Online  
eCommerce as they like





# Fortress HK – OMO Live Selling, Marketing and Customer Care



Fortress HK uses  
Omnichat to  
integrate  
WhatsApp for  
OMO sales, and  
omnichannel  
integration official  
website,  
Facebook, IG's  
Marketing and  
Customer Services





- Customer view online (No need to go outside)
- Press a button to connect Offline Stores Salesperson
- Store salespersons chat and sell product to customers
- Customer buy online
- Transaction recorded as Offline salesperson commission



現在隨時隨地或安坐家中，你都可透過 Whatsapp向豐澤產品專員查詢產品詳情，我們產品專員將解答你的問題及提供產品建議，讓你盡情享受 shopping 的樂趣!

**最快即日  
送貨或取貨\***



Chat



Buy



Delivery

Collect



\*適用於指定產品。即日送貨需付額外運費。詳情請向產品專員查詢。





# Fortress HK – WhatsApp Chat & Buy



Step 1:  
Customer click the link on lower right corner to call for Store persons help



Step 2:  
Customer click and open WhatsApp / LINE official account



Step 3:  
Customer select location and bind to the salesperson immediately



Step 4:  
Salesperson chat to customer, send product link to customers



**Step 1:**  
Customers open the link  
on WhatsApp

**Step 2:**  
Customers buy on on  
Web / APP

**Step 3:**  
Commission gain by  
Salesperson

Customer



Salesperson A





# Watsons HK : OMO Live Selling, and Customer Care



Watsons HK uses OmnicChat to integrate WhatsApp for OMO sales, and omnichannel integration official website, Facebook, IG's Marketing and Customer Services







# Online customers connect to Offline Store Salespersons/ Medical, Beauty Agents



Step 1 :  
Customers view FB / Website

Step 2 :  
Customers scan the QR code / Click link to connect to offline Store

Step 3 :  
Customers select which stores they connect with Offline agent

Step 4 :  
System will auto-assign customers to designated salesperson to do 1 on 1 conversations



Customer A



Salesperson A



Customer B



Salesperson B



Customer C



Salesperson C





# WhatsApp OMO Assign to Sales Person to different teams



# WhatsApp Chat Commerce

## Online drive customers to Offline Salesperson





六福珠寶 Lukfook Jewellery  
3d · 6

【2月 #婚享日】  
今個 #情人節 除咗愛的宣言，又點少得一份驚喜禮物？  
六福珠寶2月13-15日「婚享日」，凡購買指定婚嫁及婚愛系列貨品，即可獲贈 #白鑽會員 會籍1個，享受專屬禮遇。  
優惠受條款細則約束。

疫情之下想安在家中享受購物樂趣，不妨體驗吓六福珠寶全新嘅 #1on1 視像購物 服務，即時透過WhatsApp視像與我哋銷售顧問一對一通話同歸吓心水產品嘅每個細節，揀好之後先去門店付款，幫你慳返啲少時間！  
立即體驗：<https://bit.ly/3kpjYDJ>

#六福珠寶 #LukfookJewellery  
#結婚戒指 #求婚戒指 #訂婚戒指 #婚戒 #對戒 #鑽石戒指 #情侶首飾  
#Wedding #Diamond #Ring #Engagementring

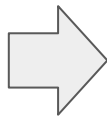


六福珠寶  
LUKFOOK JEWELLERY

婚享日  
2022.2.13-15

惠顧  
指定婚嫁系列

VIP 獲贈  
白鑽會員會籍1個



(銷售人員)  
用 Omnichat 系統開啟「視像通話」




(顧客的 WhatsApp)  
收到視像通話 Link



開始視像通話







# WhatsApp OMO Live Shopping



# WhatsApp Live Shopping



# Omnichannel Chat Commerce

## Chat Anywhere, Sell Anytime



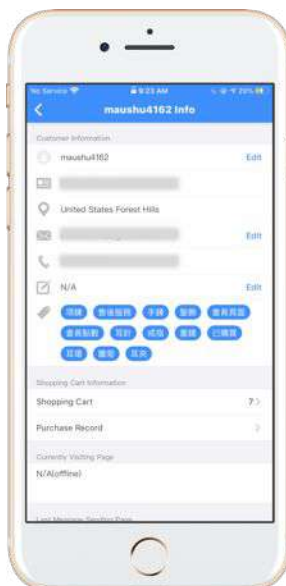
### Omnichannel



### Chat



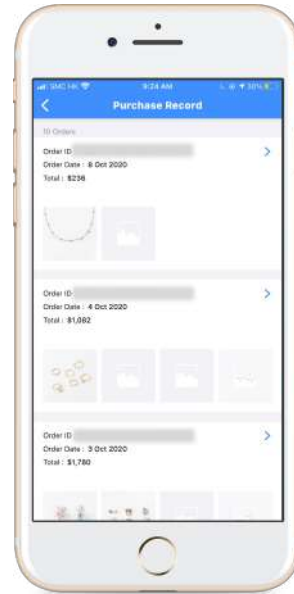
### Customer Info




### Shopping Cart



### Purchase Record





# Omnichannel Marketing Automation

# Coupon Module

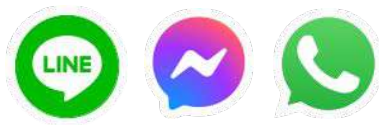


Timberland

六福珠寶  
LUKFOOK JEWELLERY



# Game Module



- 5 classic games to enhance interactions with customers

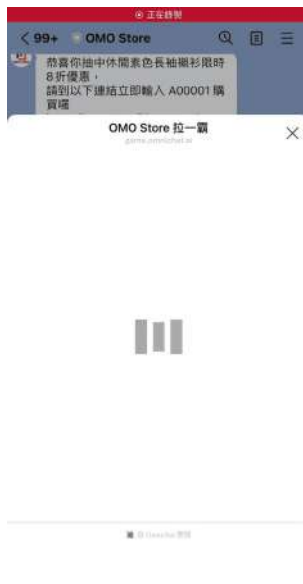
## Scratch-off tickets



## Lucky Wheel



## Jackpot



## Draw Lots



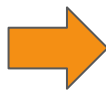
## Gashapon







# 門市消費滿一千, Scan QRCode 抽獎送 Coupon



myBRA 透過 OMO 遊戲模組，客人在線下門市消費滿千元即可玩遊戲拿優惠券！

增加線下互動  
刺激線上購買

年節專屬功能：抽籤、轉盤、拉霸、刮刮樂和扭蛋，客人玩得開心，更願意下單！

留言「過年限定」獲得 2022 節慶行銷資訊





# FB Live auto Trigger Coupon



Customers comment on the FB Live



Trigger automatic unique coupon into customers' FB messenger



Customers click to redeem the coupon and use on the Offline store and Online eCommerce as they like







# FB Chatbot Campaign

## User acquisition from FB Messenger



FB Messenger | WhatsApp | Instagram | 網站

FB\_CURRENT\_ACC Sasa Hong Kong 莎莎香港

4,958 訂閱者

0 取消訂閱

4,958 新加入訂閱者

統計: \$19

取消	詳情	姓名	狀態	最後互動時間	聊天室	訂閱FB 帳號ID	加入日期時間	詳情	取消
<input type="checkbox"/>		Sze Ching Lung	已訂閱	已訂閱	8/11/2021	12:28 AM	訂閱中	詳情	
<input type="checkbox"/>		Lily Young	已訂閱	已訂閱	18/10/2021	11:23 AM	訂閱中	詳情	
<input type="checkbox"/>		Wu Moon Shu	已訂閱	已訂閱	15/10/2021	6:26 PM	訂閱中	詳情	



# Ecommerce with Interaction (Chat Commerce)



## Auto Web Targeting Message

- Auto trigger personalization Message
- Click to chat commerce



# WhatsApp Messenger Subscribers

The Logitech logo is displayed in white text on a blue square background.

## WhatsApp Subscribers

- Turn all your visitors into WhatsApp Members
- Auto Tagging
- Auto Messenger Remarketing



# WhatsApp Messenger Remarketing

logitech®

## WhatsApp Messenger Remarketing

Browse the page  
and leave the website



After 2  
hours





# WhatsApp Segmentation Broadcast



聯絡人及推播訊息

精選 Easychat -

推播訊息進度計 62 / 500

436 訂中 59 取消訂 495 聯絡人總數

姓名	聯絡人姓名	最後互動時間	綁定管卡	加入訂閣時間	狀態	綁定成員 (份)	操作
[Redacted]	林明達 (林明達)	17/10/2021 4:47 PM	否	11/10/2021 4:47 PM	訂中	-	操作
[Redacted]	林明達 (林明達)	6日	否	7/10/2021 12:15 PM	訂中	Dennis Yip	操作
[Redacted]	林明達 (林明達)	7日	否	5/10/2021 12:08 PM	訂中	Maggie (Maggie)	操作



3:43

安記海味有限公司

5月14日 週四

感謝您一直的支持，母親節將至，大家諗好動樣慶祝未呢？今年安記有靚靚既花膠花膠同飽飽翅肚套餐，等大家係屋企都可以享受大廚炮製既美食，仲有送貨服務，真係好方便架，希望大家都可以過一個窩心既母親節啦！

WhatsApp 訂購：即將啟用  
電話訂購：25446336  
網上訂購：<https://www.onkee.com>

如對此帳戶有任何疑問，可在辦公時間到我們的分店或致電熱線 2544 6336 作核實。

若閣下往後不想收到有關資訊，請按“拒收”以作紀錄，謝謝！

拒收

9:28

Sasa Hong Kong 莎莎香港

專屬會員 特選優惠 88折

【莎莎網店賞您專屬優惠券】恭喜囉！[88折優惠券] 已送到您的帳戶，有效期至22/12。用券後滿\$599以銀聯信用卡付款再減\$60！銀聯信用卡優惠詳情：<https://bit.ly/3YrXMli>

聖誕精選產品 2件92折，3件82折 熱賣推介：Sulwhasoo 皇牌滋陰人蔘護理套裝，Innisfree 濟州島火山泥毛孔潔淨面膜

精選香水優惠 單件95折，2件9折 熱賣推介：【網店限定】Cocod'or 鬱金香系列擴香瓶 英國小蒼蘭 200毫升，【網店限定】Givenchy 小熊寶實香水淡香水 100毫升 更多聖誕精選好物：<https://bit.ly/3YrXMli>

雙12同場進行中，冬季保濕好物低至\$12，專櫃產品任揀3件減\$220 專區雙12傳送門：<https://bit.ly/3sdb7KV>

4:31

Enfinitas 藍球媽...

美贊臣會：提醒您現有一個優惠尚未使用！美贊臣為會員帶來：相伴營新體驗，以港幣\$99換購迎新體驗裝 (Enfinitas 媽媽藻油DHA 30粒裝+D-Vi-Sol 維生素D 補劑劑50mL)，如有需要，請回覆此訊息查詢有關安排，查詢熱線：25106321。如有任何問題，歡迎回覆。

如您不希望再透過WhatsApp接收訊息，請按「取消訂閱」，我們將為您安排。

我想查詢迎新體驗裝

取消訂閱

# Marketing Campaign Performance Report



View all broadcast message report including sent received and read rate

Audience & Broadcast

WhatsApp Number: Omnichat Sales (+65291925071)

Audiences Reports

Total: 66

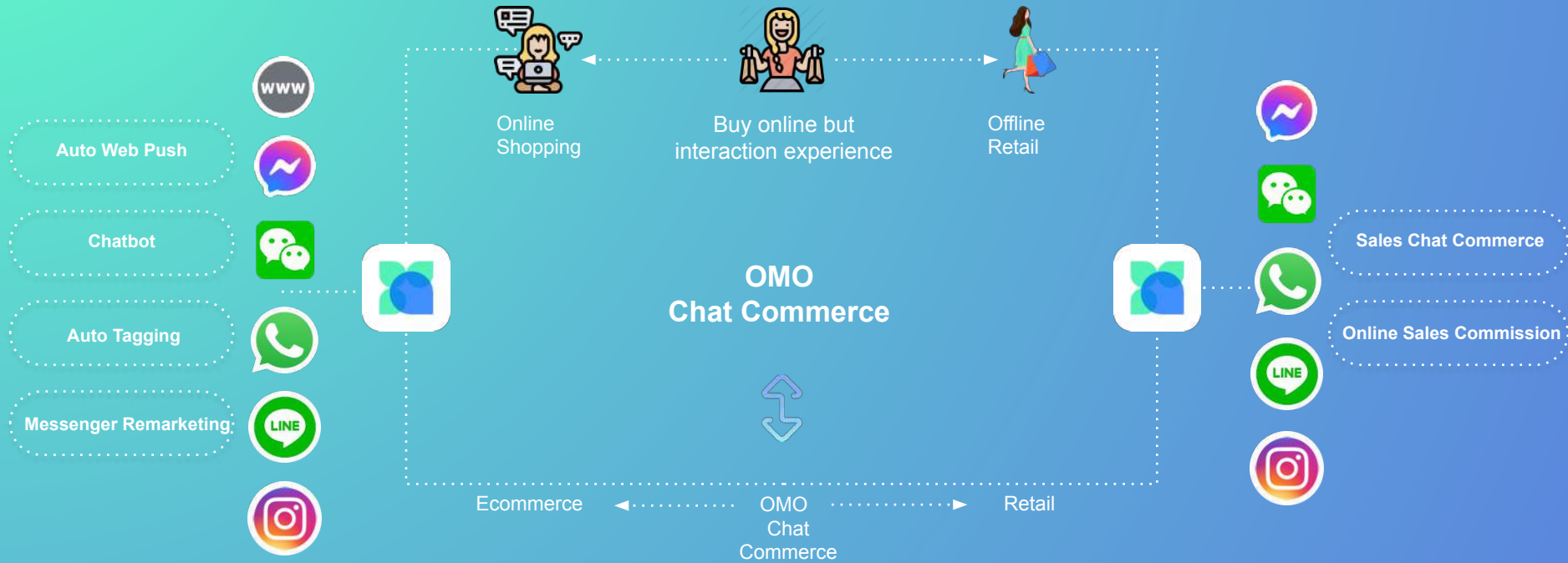
Subject	Created At	Content	Status	Recipients (Messages)	Sent	Read #	CTR #	Purchase #	Revenue #	ROAS #	Failed #	
Danny testing 2021	41 minutes ago	Template Message (pricing_q_2h)	Completed	1 (1)	100.00% (1)	0.00% (0)	0.00% (0)	0	0	0.0	0.00% (0)	<a href="#">View details</a> <a href="#">Edit</a>
202201 HK Webinar直播提醒	4 days ago	Template Message (event_confirmation_1_2h)	Completed	100 (170)	76.02% (106)	67.00% (67)	15.00% (15)	0	0	0.0	23.08% (0)	<a href="#">View details</a> <a href="#">Edit</a>
danny testing	6 days ago	Template Message (coupon_management_2_2h_hk)	Completed	1 (1)	100.00% (1)	100.00% (1)	0.00% (0)	0	0	0.0	0.00% (0)	<a href="#">View details</a> <a href="#">Edit</a>
遊戲規則 Demo	7 days ago	Template Message (content_zh1)	Completed	1 (1)	100.00% (1)	100.00% (1)	0.00% (0)	0	0	0.0	0.00% (0)	<a href="#">View details</a> <a href="#">Edit</a>
遊戲規則 Demo	7 days ago	Template Message (content_zh1)	Completed	1 (1)	100.00% (1)	100.00% (1)	0.00% (0)	0	0	0.0	0.00% (0)	<a href="#">View details</a> <a href="#">Edit</a>
Testing Danny	7 days ago	Template Message (pricing_q_2h)	Completed	1 (1)	100.00% (1)	100.00% (1)	0.00% (0)	0	0	0.0	0.00% (0)	<a href="#">View details</a> <a href="#">Edit</a>
Testing Danny 1	8 days ago	Template Message (survey1)	Completed	1 (1)	100.00% (1)	100.00% (1)	0.00% (0)	0	0	0.0	0.00% (0)	<a href="#">View details</a> <a href="#">Edit</a>
Danny testing	8 days ago	Template Message (coupon_management_2_2h_hk)	Completed	1 (1)	100.00% (1)	100.00% (1)	0.00% (0)	0	0	0.0	0.00% (0)	<a href="#">View details</a> <a href="#">Edit</a>
202201 HK Webinar直播提醒	8 days ago	Template Message (content_zh1)	Completed	629 (810)	77.03% (724)	53.87% (293)	2.07% (15)	0	0	0.0	22.07% (20)	<a href="#">View details</a> <a href="#">Edit</a>

## Marketing Campaign KPI

- Sent, Read numbers
- Click Through Rate (CTR)
- Purchase & Revenue
- ROAS
- Failed Numbers



# Post Covid-19 Chat Commerce journey

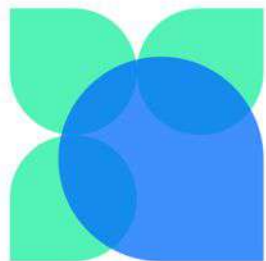


# WhatsApp Business 互動體驗

## Omnichat 服務諮詢







# Omnichat

## **Omnichannel Chat Commerce**

Convert Visitors to Customer through Chat

Email : [alan.chan@omnichat.ai](mailto:alan.chan@omnichat.ai)

Website : [www.omnichat.ai](http://www.omnichat.ai)



## 如何透過數碼轉型方案優化零售營運生產力

葉安迪  
商業客戶產品及市務部  
高級經理

Apr 11

Cybersecurity

5G

Cloud

Robotics

AI

Data Analytics

IoT





# 講者介紹



**葉安迪先生**

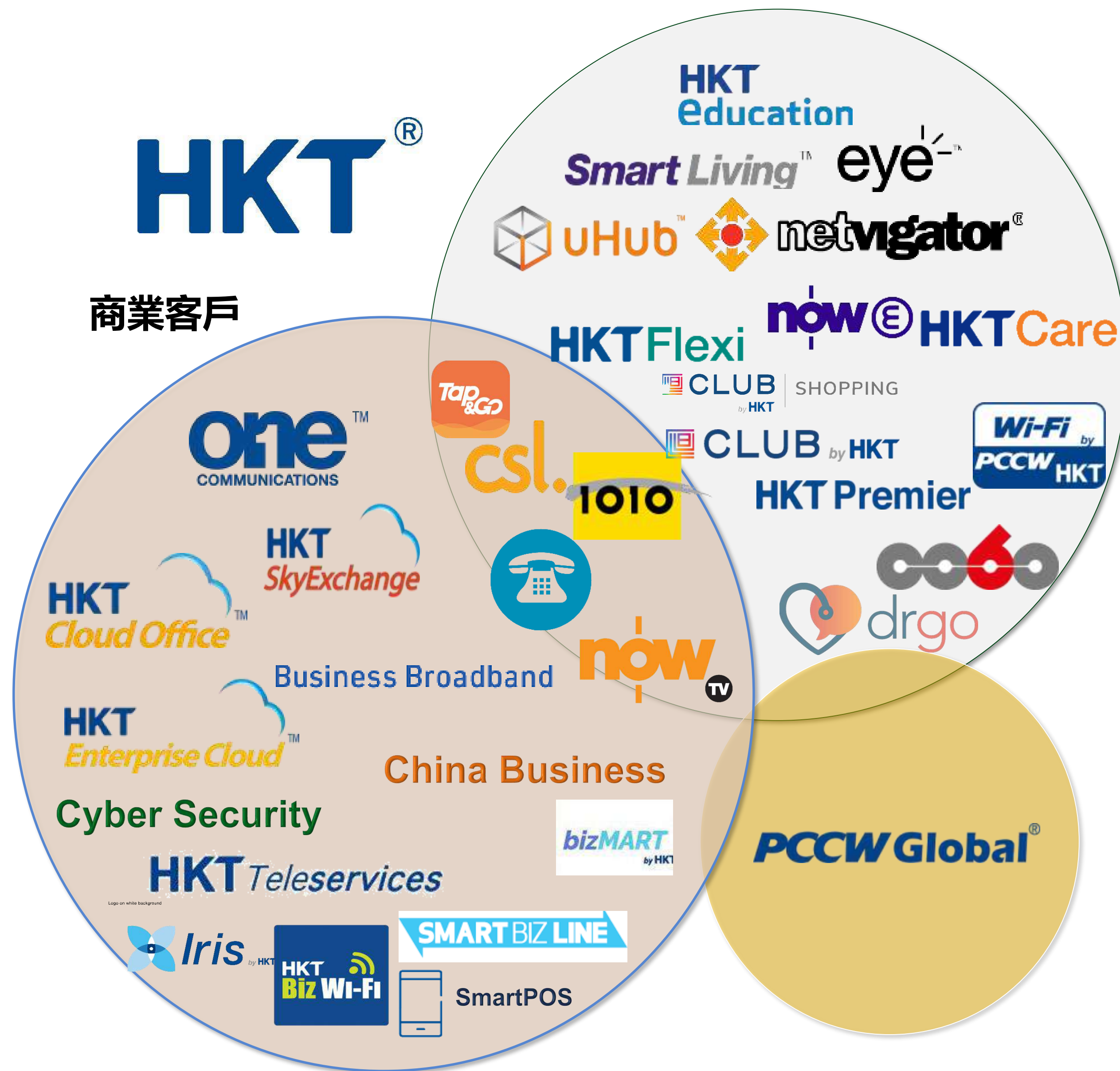
香港電訊有限公司  
商業客戶產品及市務高級經理



個人客戶

HKT

商業客戶





## 1月零售銷售表現放緩 業界料2月至3月更差 促減租 共度時艱

03月04日(五) 20:12更新 16:36建立



RTHK | 5.2k 人追蹤 | ☆ 追蹤

## 疫情延燒 港府要求部份員工儘量居家上班

吳寧康採訪  
2022年1月24日

隨著農曆新年假期即將到來，香港正在對抗一連串的COVID-19(2019年冠狀病毒疾病)確診，政府部門將從25日起，按照運作需要安排僱員輪流在家工作，減少辦公室同一時間員工上班的人數。

香港23日新增140人確診創下18個月新高，新界葵涌邨出現嚴重的社區傳播。

香港公務員事務局今天發表聲明，要求部份員工「儘可能在家工作」，而個別部門或許會因此暫時減少為市民提供部分公共服務。



## 後疫情之零售：四種破壞中產生的七大趨勢改變

勤業眾信管理顧問(股)公司 / 韋卓洋協理



COVID-19疫情伴隨社交距離規範，限制消費者原有購物習慣，也挑戰零售業者與消費者產生連結的方式。零售業者無不希望掌握這股變化並調整以因應後疫情時代趨勢。疫情後「新零售」，帶來四種破壞，並相互作用產生七種廣泛且截然不同的趨勢，這些趨勢正塑造零售業的未來。

### 四種破壞





### 固網流動通訊結合

將公司業務通訊流動化



### 數碼品牌推廣及客服工具

利用社交網絡與客戶保持互動，獲得推廣機會及分析客戶資訊



### 雲端營銷方案應用

提供不同營銷方案例如CRM、網上商店、會員系統等



### 數碼辦公室

支援流動通訊平台的不同營運方案，配合網絡保安及雲端儲存/備份。



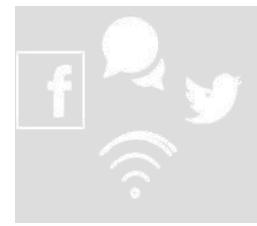


# 隨身辦公室

FMI



- 固網電話與手機同步，配合5G流動網絡
- 就算唔喺 office，都可以以手機接聽和打出公司2字頭主線號碼既電話
- 將跳線功能延申至手機，就算在家或外出工作，都可以第一時間以手機接聽
- 流動版 HUNTING 線安排
- 公司通訊流動化



## WhatsApp/SMS 銷售客服系統



**Anthony 生日快樂！感謝換領你的專屬生日禮遇！**  
購物時，請向門市職員顯示這個訊息，即可作\$100使用。  
你也可以按：

- 1 查詢門市地址及營業時間
- 2 查詢最新推廣優惠
- 3 聯絡銷售人員

4:54 PM

感謝你於 九龍灣快閃市集 購買我們的產品，請問你是否想登記成為會員？我們將向你收集個人資料，以便日後向你發送產品資訊及更多的產品優惠。詳情請參閱個人資料收集聲明。

1 是  
2 否

<http://www.hkt.com/privacy-statement?locale=zh> 3:59 PM

請提供你的姓名: 3:59 PM

Anthony Mak 3:59 PM ✓

請提供你的手機號碼: 4:00 PM

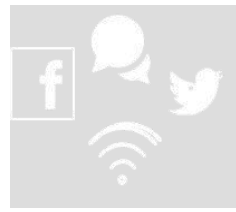
60006666 4:00 PM ✓

請提供電郵地址: 4:00 PM

anthony.mak@abcde.com 4:01 PM ✓

- 結合SMS 和 WhatsApp 等即時通訊工具
- 自動化宣傳及客服
- 自動對答機讓商戶預設常見問答
- 以QR code引領客戶到自動對答系統
- 沿用公司官方號碼，一號多用，團隊協作





# 社交媒體/服務預約/會員系統



## 客戶接觸平台

- 善用網絡社交媒體
- 利用不同平台增加接觸點



## 服務預約系統

- 適合教育/美容/興趣班
- 可連接手機網站與及社交媒體(FB/Ig)
- 提供專屬網址及專用APP管理訂單
- 後台操控及數據整合
- 透過whatsapp 聯繫，提高營運效益

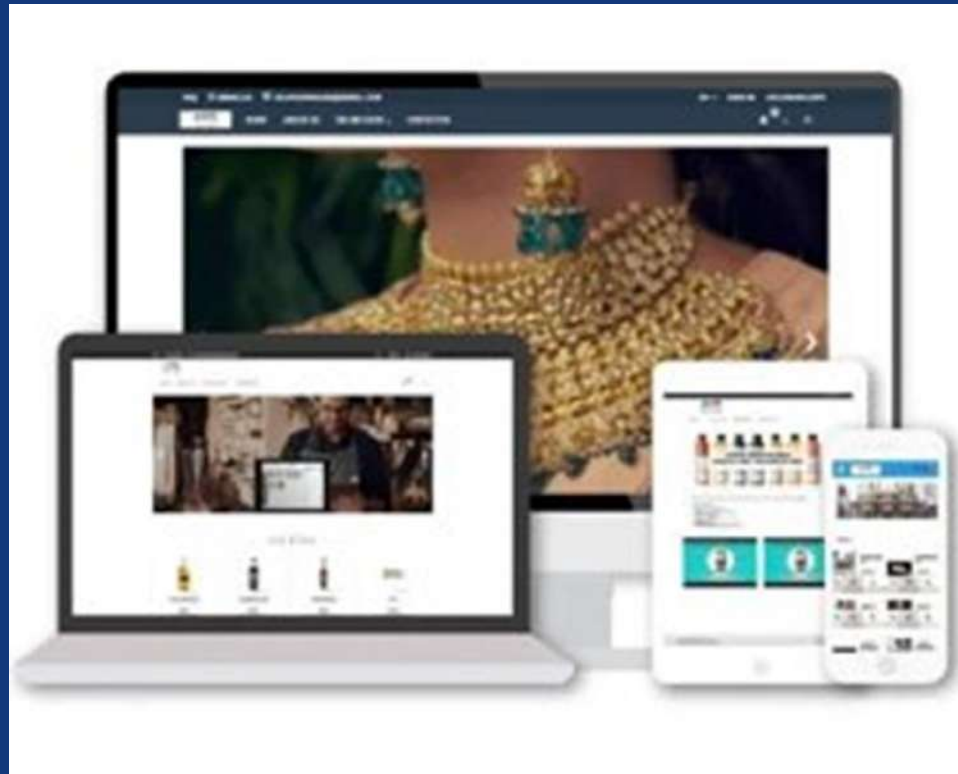


## 手機會員系統

- 適合各行各業
- 提供計分、積分獎賞功能
- 分析會員銷費數據
- 設計準確營銷策略



## 網店/電子支付系統



### 網上商店 / O2O銷售

- 20分鐘建立專屬網店
- 配合不同付款模式
- 簡易產品管理功能
- 實行全通路營銷策略



### 智能POS收款方案

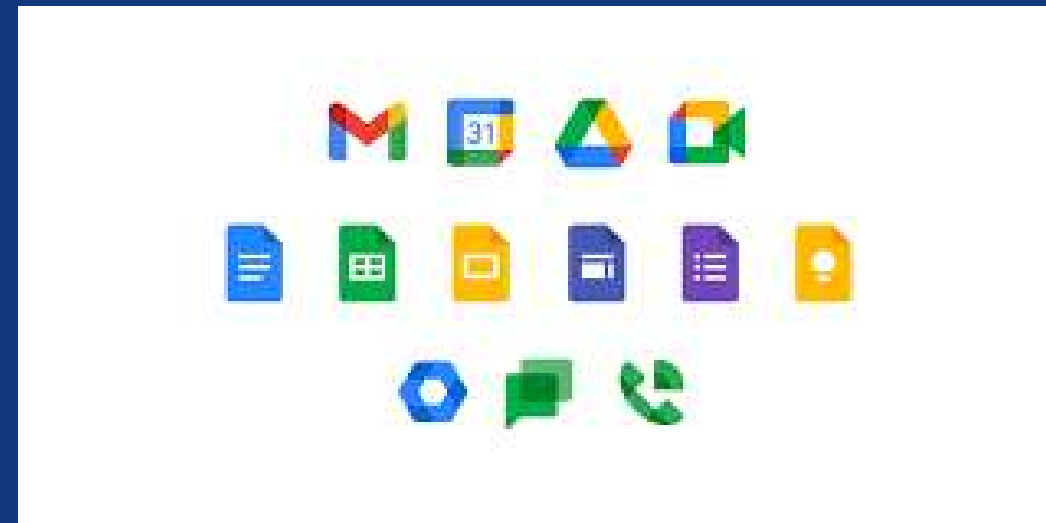
- 一機支援16種主流收款方式
- 內置SIM卡，便攜式設計
- 內置列印單據功能
- 何時何地都可進行零售業務營運



# Google Workspace & HR



Google  
Workspace



- 多人同步協作
- 一站式工具管理包括即時訊息、視訊會議、文件與工作管理等諸多核心功能
- 適用於流動通訊系統
- 方便提供客服、前線員工培訓及溝通

## 人力資源管理系統

- 遙距打卡
- 實時詳細考勤紀錄
- 電子排班、假期、薪酬等管理
- 智能流程審批
- 輕鬆遙距處理員工管理事而





## 撐中小企 疫境智勝



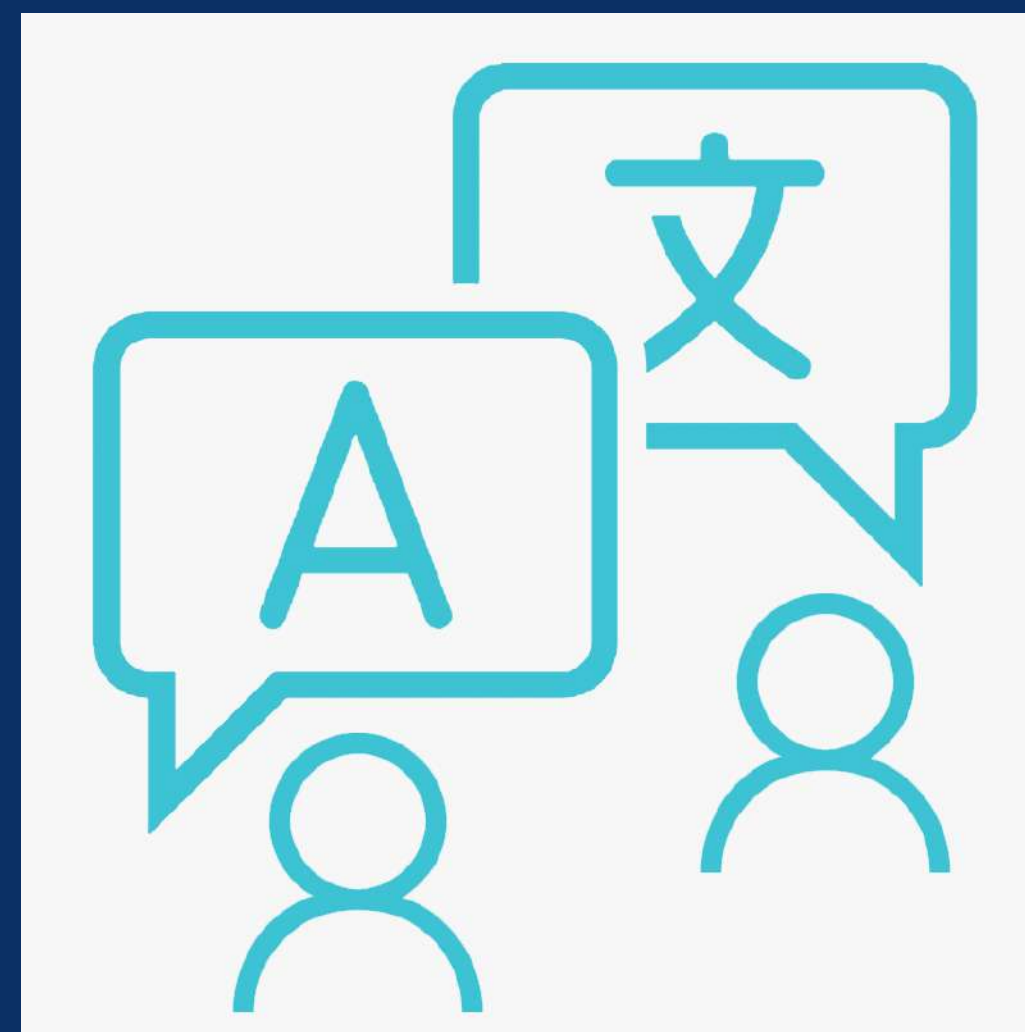
- 總值3,200萬元支援計劃
- 一系列免費及無需簽署任何服務承諾期的數碼方案
- 包括電子商貿及網上營銷等不同方案



# 點解選擇HKT



穩定流暢網絡



本地支援團隊



一站式通訊及ICT方案供應服務

想理解更多SME資訊?

**Andy Yip 葉安迪**

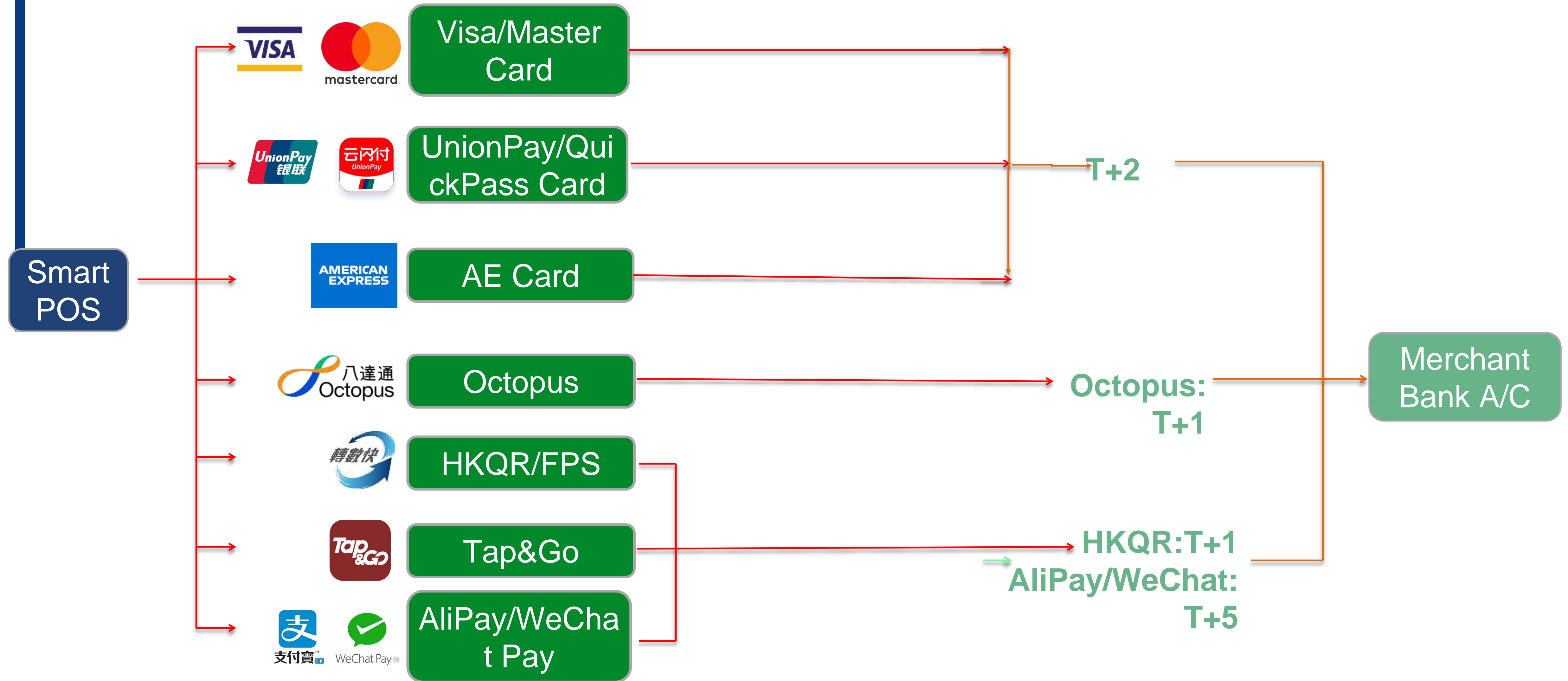
**Tel: 2883 9623**

**[andy.yip@pccw.com](mailto:andy.yip@pccw.com)**

**中小企熱線: 10088**



# Overview of Data & Money Flow



T = Transaction Working Day

# 零售「疫支援」線上研討會

智能編更系統

如何協助零售業在疫下提升生產力

Present by

Raymond Chan

Merit Entrepreneur

[raymondchan@merit-entrepreneur.com](mailto:raymondchan@merit-entrepreneur.com)



Merit Entrepreneur Limited





靠估,靠經驗?  
 每個月重複?  
 唔知編多/少左人?  
 員工射波唔夠人用?  
 管理層唔明編更日常運作?

**FAIL** 以前店長編更



大數據自動智能編更  
 支援長短更/落場更/借舖  
 自動處理勞工假/休息日  
 支援員工報更  
 自動計算工時工資

智能編更系統

智能編更系統  
 因應需求打造更表

服務質量直線上升

減少人力成本 (3 -7%)

大大提升人均生產力和效率

增加公司內部透明度

一個SYSTEM編更打卡請假批假搞掂晒



[HTTPS://WWW.MERIT-ENTREPRENEUR.COM](https://www.merit-entrepreneur.com)  
 +852 2668 6938 / 9038 6595  
 INFO@MERIT-ENTREPRENEUR.COM



Merit Entrepreneur



# 人工智能編更系統功能

- HR 人工智能預測勞動力需求
- HR 自動編更
- HR 實時合規管控
- HR 手機打卡
- HR 手機應用程式
- HR 實時管理層Dashboard



Merit Entrepreneur Limited





# 個案分享一

背景機構: 在香港擁有超過**180**間茶餐廳的公司

智能編更產出的效益



- IR 減少4% 每月員工工資的成本
- IR 提高員工工作效率
- IR 提升勞動力管理的透明度
- IR 提高員工的滿意程度

# 智能編更系統已實施的功能

## 1) 預測勞動力需求



- HR 採用過去特定日子的銷售額進行分析，預測並自動生成所需的員工人數及工作時間。
- HR 在恆常因素而產生的數據，如每周一或周五，每逢長假期前夕，每年的農曆年假或復活節假期的銷售額。
- HR 異常因素而產生的數據，如受**2019年社會運動**，**新冠狀病毒後的禁晚市堂食**, **消費卷**等影響的銷售額
- HR 從過去的數據而自動推算生成的所需勞動力
- HR 反覆微調後自動推算生成的所需勞動力

# 智能編更系統已實施的功能

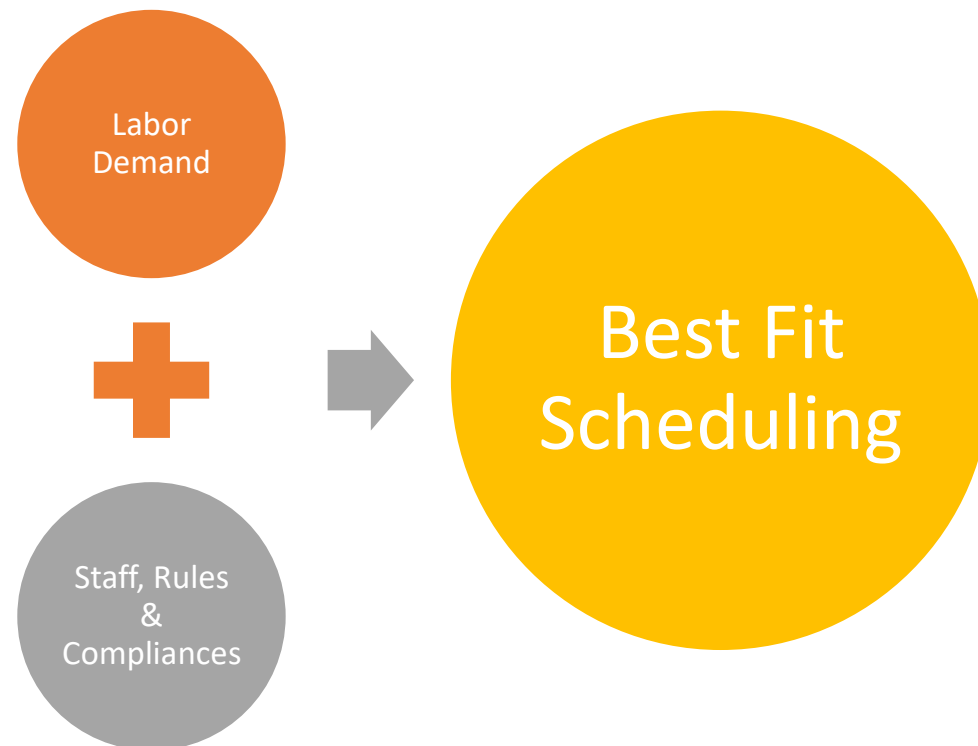
## 2) 自動編更

HR 最適合的編更排班

A) 按員工的個人情況自動編制工作時間

B) 善用員工的個人特質安排工作地點

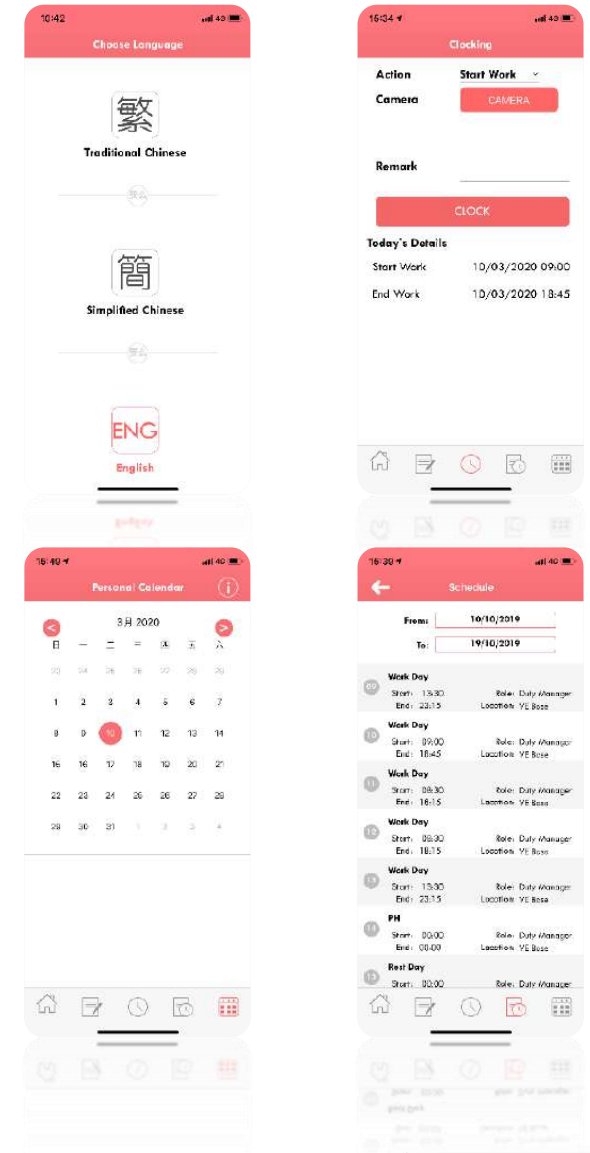
HR 符合內部及外部的合規



# 智能編更系統已實施的功能

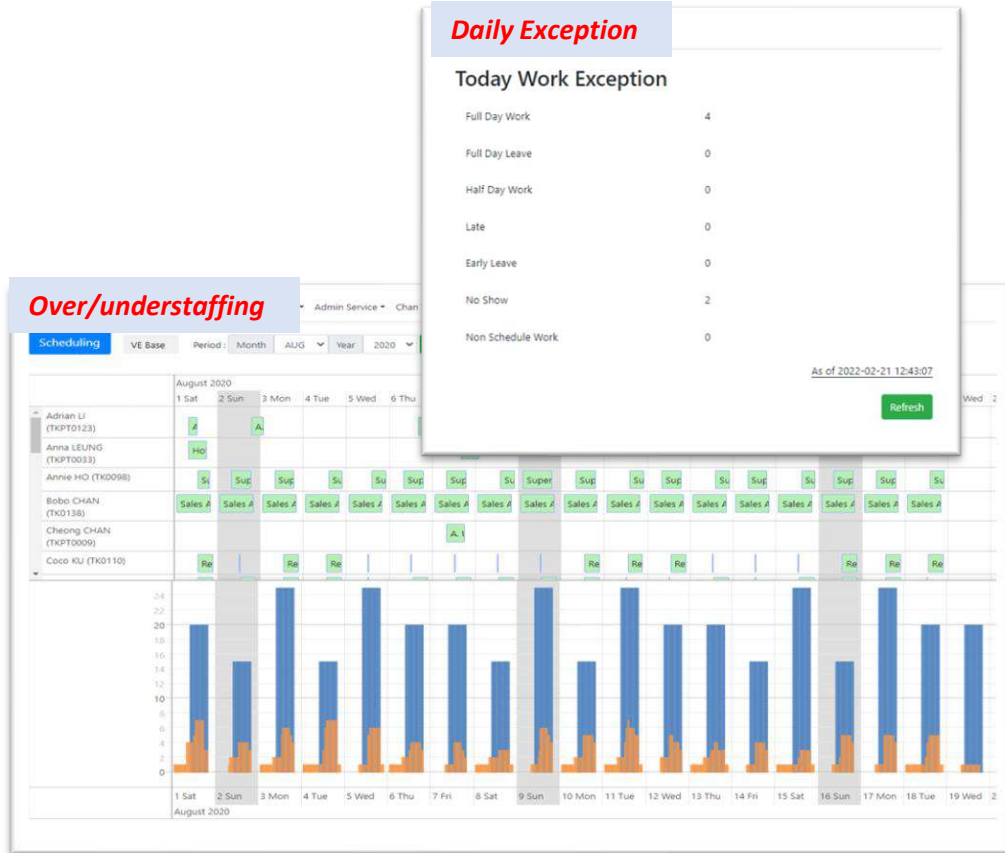
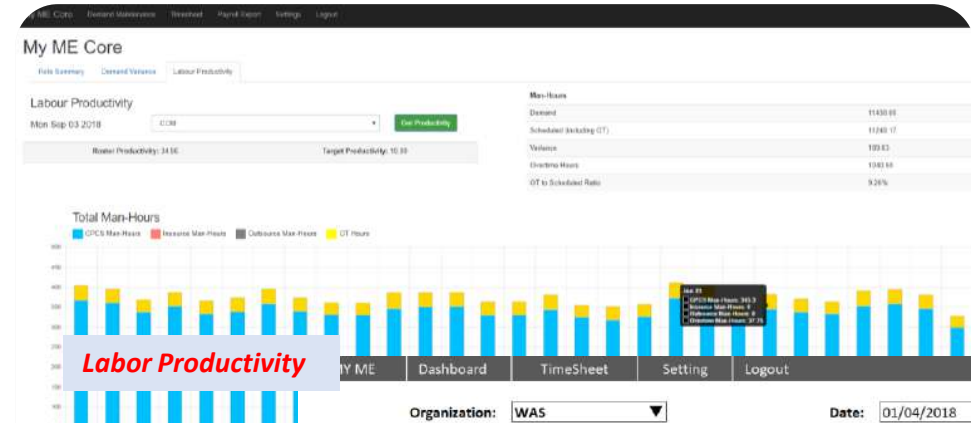
## 3) 手機應用程式

- HR 手機打卡系統所產生的紀錄能有效與公司的財務會計部無縫整合
- HR 減低因計算工資而所需的人力
- HR 員工可以透過手機應用程式每月核對個人的工作日子和上班時數，查閱每月支薪紀錄和每年向稅局提交的個人報稅表
- HR 靈活的工作時間，員工可以調整個人上班時間，每位員工可自行設置個人的工作時間，如選擇休假。亦可在手機應用程式遞交年假及病假申請



# 智能編更系統已實施的功能

## 4) 實時管理層 Dashboard



Owned by Merit Entrepreneur.com © 2018



Merit Entrepreneur Limited



## 個案分享二

背景機構:在香港擁有超過**100**間零售分店的日資公司

智能編更產出的效益



- HR 減少7% 用於計算員工薪酬的成本
- HR 提高員工每月編更的效率
- HR 提高數據分析能力
- HR 提升品牌形象



# 智能編更系統已實施的功能

## 1) 自動編更



- HR 支援不同的輪班編制，如自訂編制為每周一次或每月一次
- HR 自訂員工工作模式，如安排每天一班，夜班工作後沒有早班更，最長連續工作日，最短連續工作日
- HR 實時管控考勤紀錄
  - A) 自動計算及提示哪位員工將符合418要求
  - B) 編排員工法定假日更表
  - C) 管理員工的工作日數，如每連續上班6天獲一日休假



# 智能編更系統已實施的功能

## 2) 手機應用程式

- HR 為每位員工所分配的工作時間地點等數據作成本財務分析
- HR 如可從一位員工月薪\$10000, 同時在A, B, C 店舖工作而計算出3間店舖使用這位員工的平均成本 (拆數)
- HR 手機能打卡系統所產生的紀錄能有效與公司的財務會計部無縫整合
- HR 靈活的工作時間，員工可以調整個人上班時間，每位員工可自行設置個人的工作時間，如選擇休假。亦可在手機應用程式遞交年假及病假申請
- HR 員工可以透過手機應用程式每月核對個人的工作日子和上班時數，查閱每月支薪紀錄和每年向稅局提交的個人報稅表



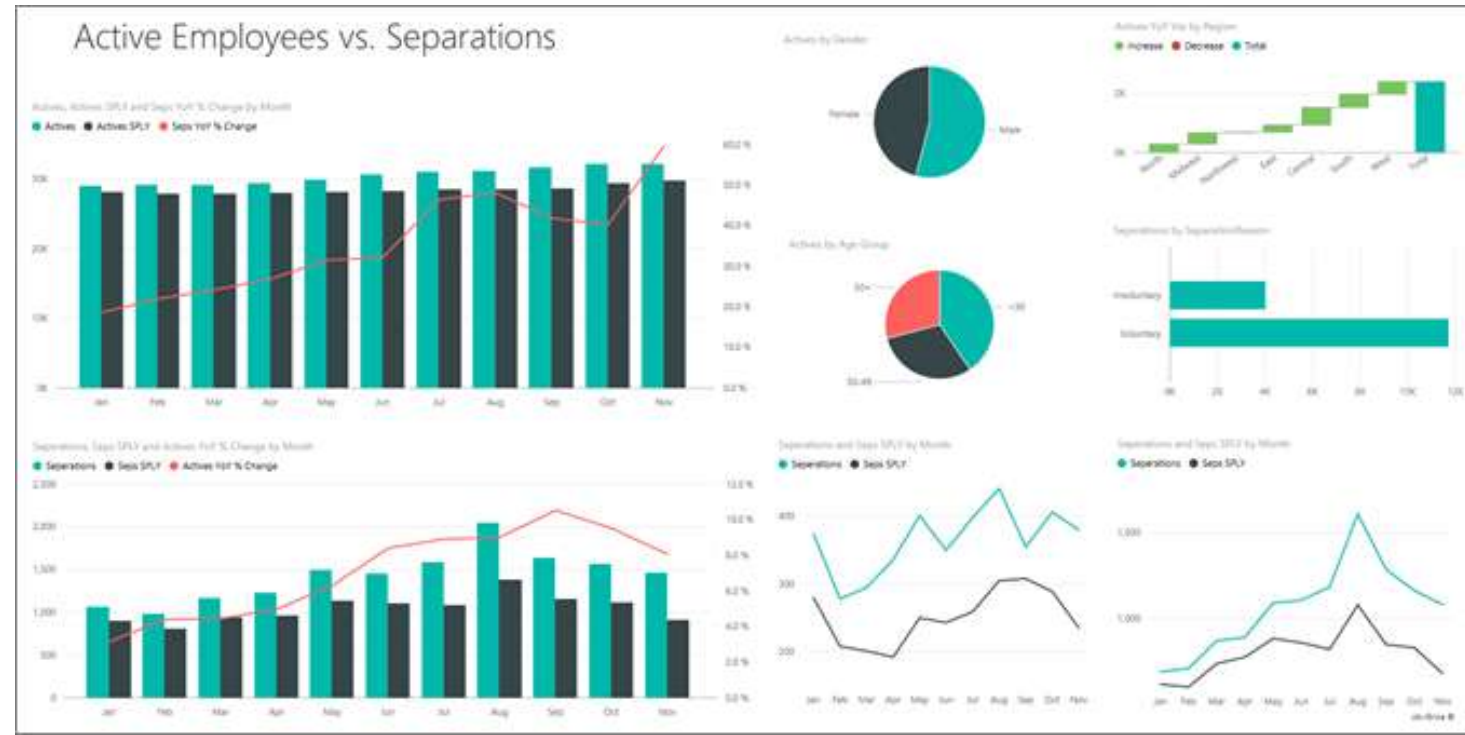
# 智能編更系統已實施的功能

## 3)其他Integration

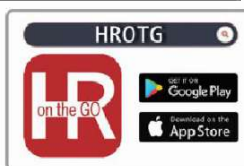
 SAP Integration

 HRMS Integration

 Business Intelligent Integration



Merit Entrepreneur Limited



# Smart Rostering System – HR on The Go

Workforce Management Solution by Merit Entrepreneur Limited

## ME Background

- HR Established in 2015 by HR Tech practitioners with more than 2 decades in the industry
- HR Established HR service team in 2020 by former Country Manager of Adecco
- HR Launched first Workforce Management System in 2017



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# ME Team

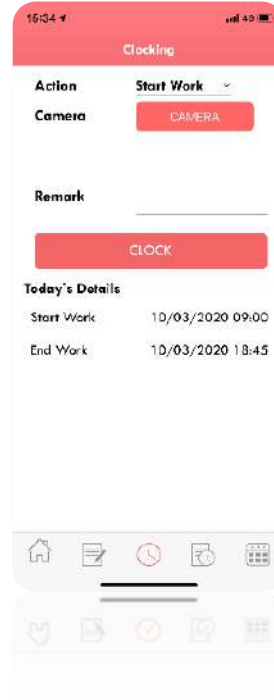


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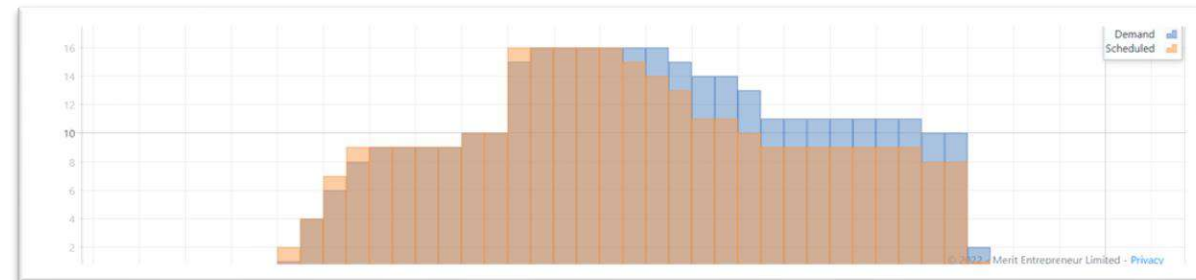


# Functional Highlights

-  Labor Demand Forecasting
-  Auto Roster
-  Real Time Compliances Monitoring
-  Schedule Footers
-  Timesheet Automation
-  Native Mobile App
-  Real Time Management Dashboard
-  API Swagger



Emp ID	Name	Department	10/03	10/04	10/05	10/06	10/07	10/08	10/09	10/10	10/11	10/12	10/13	10/14	10/15	10/16	10/17	10/18	10/19	10/20
0001	EMP 001	HR Support	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00
0002	EMP 002	HR Support	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00
0003	EMP 003	HR Support	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00
0004	EMP 004	HR Support	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00
0005	EMP 005	HR Support	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00	10:00

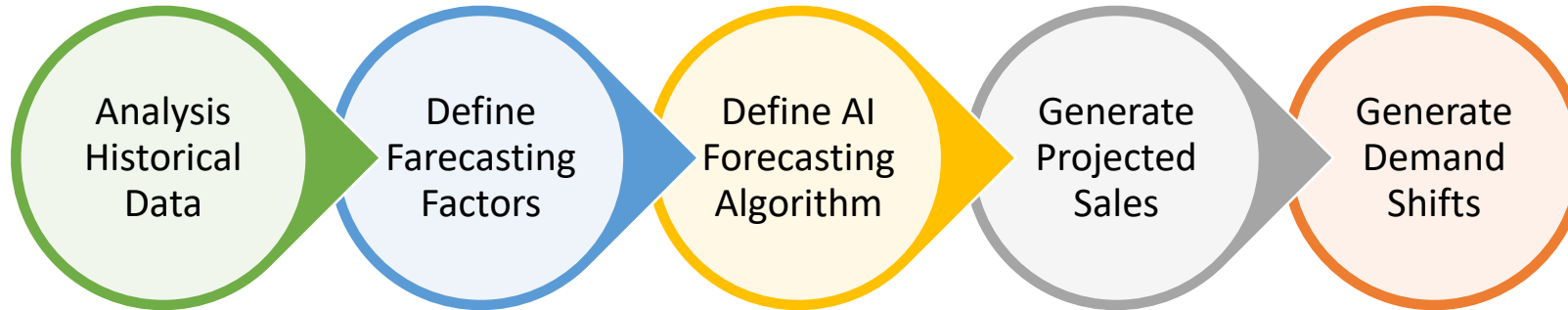


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# Labor Demand Forecasting



- Historical data can be
- Dine In Sales Data
  - Takeaway orders
  - Foodpanda orders
  - Hours Sales & etc

Staff	Shift Site	Shift Role	Shift Type	Start	End	<input checked="" type="checkbox"/>
吳俊輝 WU (00009662)	HP003(LS)	Runner	NIL	12:00	12:00	<input checked="" type="checkbox"/>
葉群輝 IP (00015821)	HP003(LS)	Runner	NIL	12:00	12:00	<input checked="" type="checkbox"/>
藍啟榮 LAM (00027588)	HP003(LS)	Runner	NIL	12:00	12:00	<input checked="" type="checkbox"/>
謝燕鴻 TSE (00016278)	HP003(LS)	Runner	Statutory Holiday	12:00	12:00	<input checked="" type="checkbox"/>
鄧燕文 TANG (00026455)	HP003(LS)	Runner	NIL	12:00	12:00	<input checked="" type="checkbox"/>

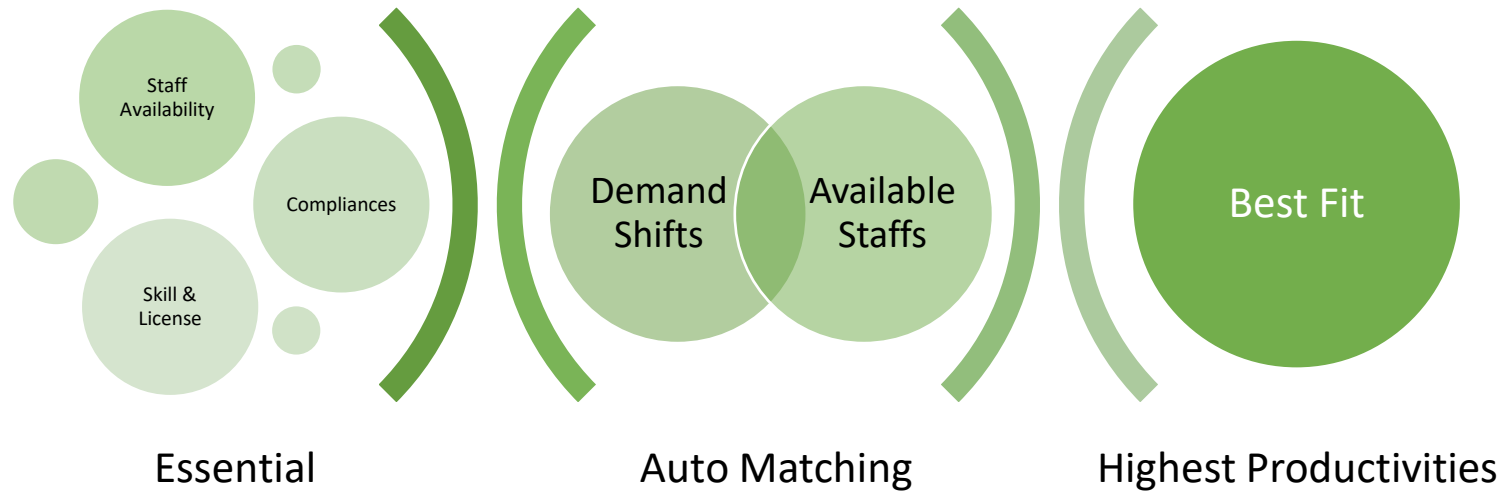
Save



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# Auto Roster



Scheduling HP003(LS) Period: Month MAY Year 2021 Load Status Edited Soft Alert: 74 Hard Alert: 0 Search employee... Demand Shift








S#	Name	ET	RD	SH / PH	AL	...	9 Sun	10 Mon	11 Tue	12 Wed	13 Thu	14 Fri	15 Sat	16 Sun	17 Mon	18 Tue	19 Wed		
00025639	黃金蓮 WONG	Part Time	0	0	0	...	NIL	NIL	NIL	WD 07:23 07:24	WD 07:18 07:18	WD 07:18 07:18	WD 07:19 07:19	WD 07:25 07:25	NIL	NIL	W 13:13 13:13		
<b>Schedule Footers</b>				Projected Sales (Bar)	4K	25.50K	17.16K	7.65K	16.29K	17.40K	18.38K	22.04K	22.35K	16.19K	17.78K	22.1K	22.1K		
				Percentage (Bar)	6%	10.81%	15.81%	13.90%	16.93%	15.30%	14.76%	13.51%	13.32%	16.75%	15.78%	13.0K	13.0K		
				Projected Sales (Kitchen)	4K	25.50K	17.16K	7.65K	16.29K	17.40K	18.38K	22.04K	22.35K	16.19K	17.78K	22.1K	22.1K	22.1K	
				Percentage (Kitchen)	1%	11.10%	11.83%	11.13%	13.14%	12.30%	11.04%	9.89%	12.06%	12.53%	12.04%	6.5K	6.5K	6.5K	
				Projected Sales (Front)	18K	50.99K	34.32K	15.29K	32.57K	34.80K	36.75K	44.08K	44.71K	32.39K	35.56K	45.1K	45.1K	45.1K	45.1K
				Percentage (Front)	3%	8.19%	15.81%	17.05%	15.02%	13.67%	11.08%	11.20%	11.57%	14.69%	14.16%	11.3K	11.3K	11.3K	
				Total Percentage	3%	19.15%	29.63%	31.06%	30.06%	27.47%	24.28%	22.90%	24.56%	29.33%	28.07%	21.2K	21.2K	21.2K	

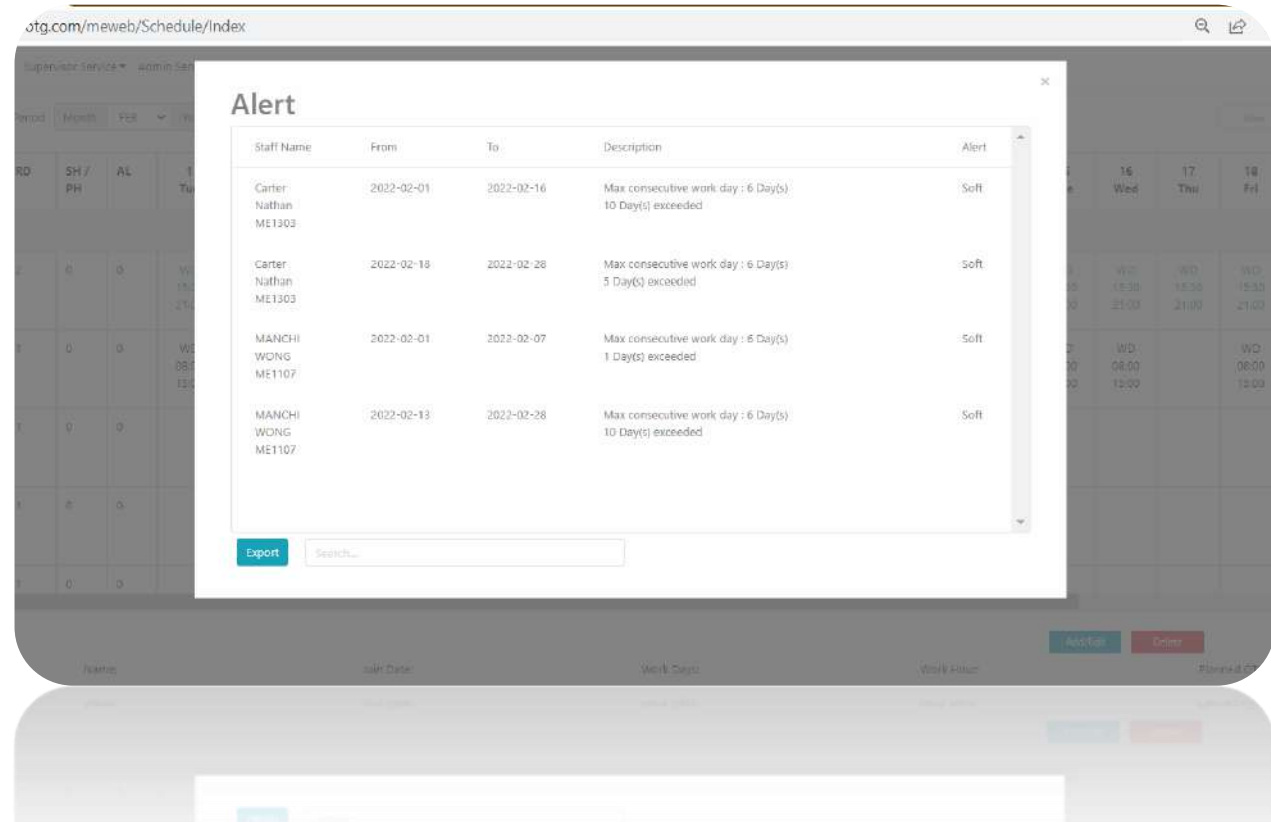


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# Real Time Compliances Monitoring

-  Soft & Hard Alert
-  Part timer 418 Alert
-  SH Handling
-  Consecutive working days
-  Min/Max shift hour
-  Rest day policies
-  Standard work hour



## Part Timer Work Hour Report

Organization: F&B Demo      Date: 2021-10-27      [Go](#)      [Export](#)

Staff Code	Staff Name	Home Site	Position	Payrule	2021-09-26 To 2021-10-02	2021-10-03 To 2021-10-09	2021-10-10 To 2021-10-16	2021-10-17 To 2021-10-23	2021-10-24 To 2021-10-30	2021-10-31 To 2021-11-06	2021-11-07 To 2021-11-13	2021-11-14 To 2021-11-20	Break 418?
ME1109	Mandy CHAN	F&B Demo	Cleaner	Part time Staff (No guarantee of working hour)	16	48	28	36	40	45	9	0	Yes



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# Timesheet Automation

Timesheet Approval

Organization Filter: From: [Employee] To: 20/09/2018

Columns: Date

Logged in as: Raymond Chan

My ME

Name	Staff C	June 2018							Type	Role	Schedule		Clock		Pay		Hours Worked	Hours Scheduled	OT	Late	Early Leave	Actual OT	OT Reason	Tags	
		Sun	Mon	Tue	Wed	Thu	Fri	Sat			Start	End	Start	End	Start	End									
Wing Lai	0001	10	11	12	13	14	15	16	Work Day	HE	15:00	21:00	14:56	21:07	14:56	22:00	8	0	2 hrs	0 hrs	0 hrs	2 hrs	Reason	Tags	
Wing Lai	0001	17	18	19	20	21	22	23	Work Day	HE	08:00	15:00	08:56	16:07	08:56	16:07	7	0	1 hrs	0 hrs	0 hrs	1 hrs	Reason	Tags	
Wing Lai	0001	24	25	26	27	28	29	30	Work Day	HE	15:00	21:00	14:52	21:08	14:59	21:08	6	0	0 hrs	0 hrs	0 hrs	0 hrs	Reason	Tags	
Wing Lai	0001	Jun 01 2018							Pending	Work Day	HE	15:00	21:00	14:52	21:08	14:59	21:08	6	0	0 hrs	0 hrs	0 hrs	0 hrs	Reason	Tags
Wing Lai	0001	May 27 2018							Pending	Rest Day	HE	N/A	N/A	N/A	N/A	14:56	22:00	0	0	0 hrs	0 hrs	0 hrs	0 hrs	Reason	Tags
Raymond Chan	0002	May 27 2018							Pending	Work Day	SM	21:00	03:00 <sup>(+1)</sup>	20:54	03:01 <sup>(+1)</sup>	20:58	27:01	6	0	0 hrs	0 hrs	0 hrs	0 hrs	Reason	Tags
Fan Chan	0003	May 27 2018							Pending	Work Day	CA	09:00	15:00	09:30	15:01	09:00	15:01	5.5	0	0 hrs	0.5 hrs	0 hrs	0.5 hrs	Reason	Tags
Kal Li	0004	May 27 2018							Pending	Work Day	CA	21:00	03:00 <sup>(+1)</sup>	20:54	03:01 <sup>(+1)</sup>	20:54	27:01	6	0	0 hrs	0 hrs	0 hrs	0 hrs	Reason	Tags
Echo Chow	0005	May 27 2018							Pending	Work Day	SA	9:00	15:00	08:58	15:01	08:58	15:01	6	0	0 hrs	0 hrs	0 hrs	0 hrs	Reason	Tags
Joyce Lau	0006	May 27 2018							Pending	Work Day	HE	15:00	21:00	14:58	21:01	14:58	21:01	6	0	0 hrs	0 hrs	0 hrs	0 hrs	Reason	Tags
Rock Lee	0007	May 27 2018							Pending	Work Day	SS	9:00	15:00	09:58	15:01	09:58	15:01	6	0	0 hrs	0 hrs	0 hrs	0 hrs	Reason	Tags
Calvin Mo	0008	May 27 2018							Pending	Rest Day	HE	N/A	N/A	N/A	N/A	14:56	22:00	0	0	0 hrs	0 hrs	0 hrs	0 hrs	Reason	Tags
Billy Mak	0009	May 27 2018							Pending	Work Day	HE	21:00	03:00 <sup>(+1)</sup>	20:58	02:08 <sup>(+1)</sup>	20:58	20:08	5.25	0	0 hrs	0 hrs	0.75 hrs	-0.75 hrs	Reason	Tags

Next Day: 4-16 Exceeds Maximum OT Hours Exceeds Maximum Working Hours

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- HR Daily allowances
  - HR Work hours
  - HR OT, Late
  - HR Earn time off
- HR Event allowances
  - HR Holiday work
  - HR Rest day work
  - HR Typhoon/Black rainstorm
  - HR Social event
  - HR Pandemic work
- HR Periodical allowances
  - HR Good Attendance Bonus

Export Summary

Currently no exceptions exist

Preview

EMP_CODE	TS_DATE	EXPORT_GROUP_CODE	VALUE	UNIT
CL001	01/03/2021	LATE	60	MINUTE
CL001	01/03/2021	OT	180	MINUTE
DMA001	03/03/2021	EARLY_LEAVE	300	MINUTE
DMA001	06/03/2021	EARLY_LEAVE	60	MINUTE
DMA001	04/03/2021	OT	120	MINUTE
DMA002	05/03/2021	LATE	60	MINUTE
DMA002	03/03/2021	EARLY_LEAVE	360	MINUTE
DMA002	04/03/2021	EARLY_LEAVE	300	MINUTE
DMA002	05/03/2021	EARLY_LEAVE	240	MINUTE
DMA002	06/03/2021	EARLY_LEAVE	240	MINUTE
NO119	02/01/2021	LATE	10	MINUTE

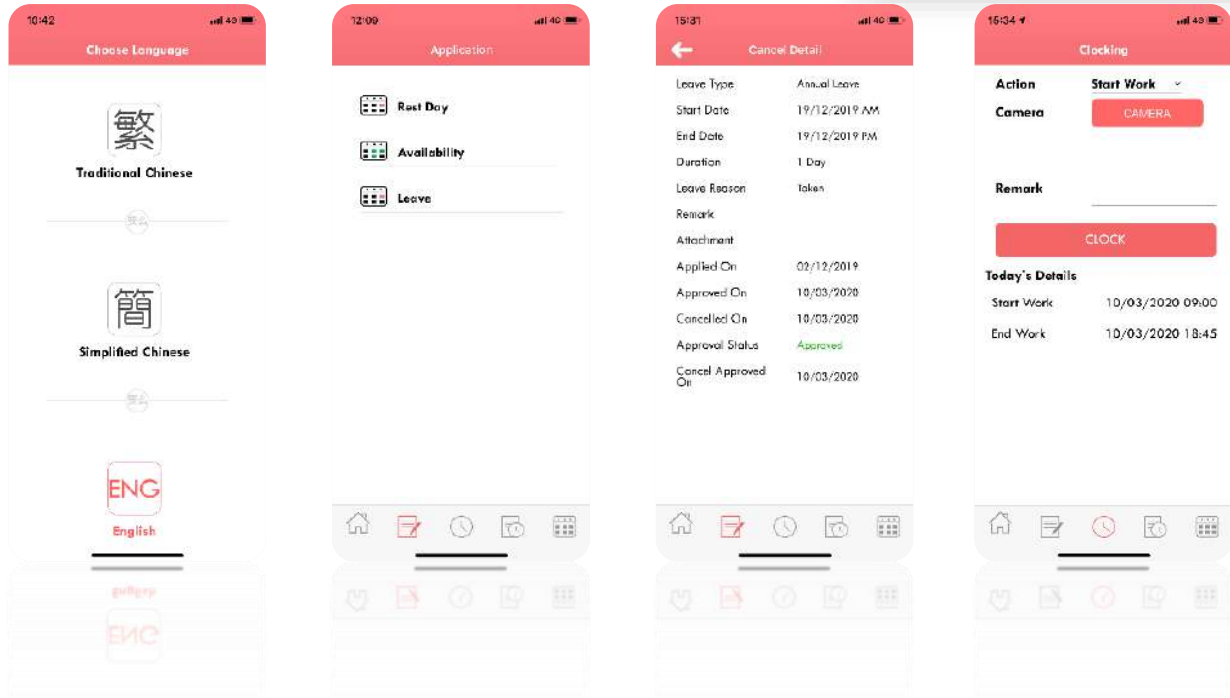


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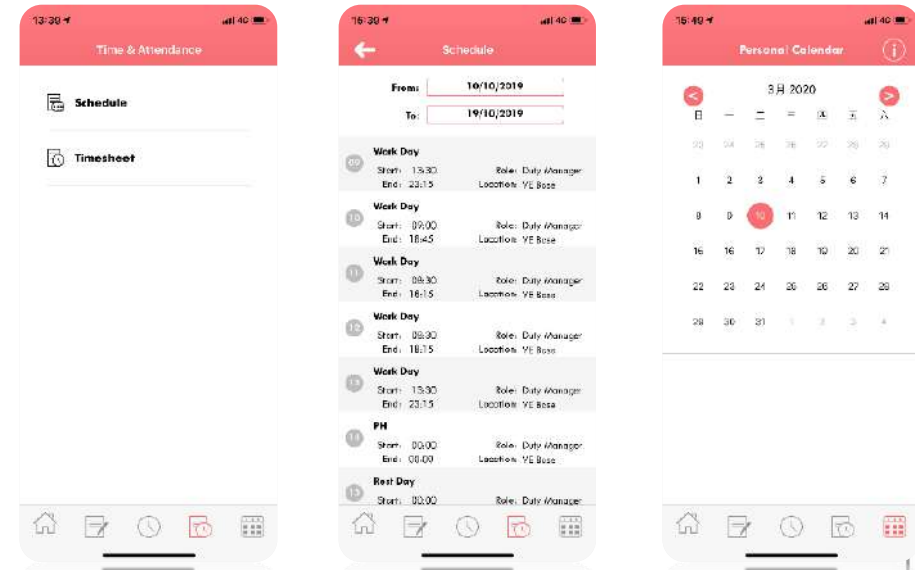
# Mobile App

Available in IOS and Android AppStore



## Functionalities

- HR Mobile Clocking by GPS/Wifi
- HR View Payslip & Tax return
- HR View Personal leave and schedule
- HR View Personal timesheet history
- HR View team calendar
- HR Leave Application & Approval
- HR Rest day preference application
- HR Availability application
- HR Company Broadcasting
- HR Push Notifications



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# Management Dashboard

### Daily Exception

Today Work Exception

Full Day Work	4
Full Day Leave	0
Half Day Work	0
Late	0
Early Leave	0
No Show	2
Non Schedule Work	0

As of 2022-02-21 12:43:07

[Refresh](#)

### My ME Core

Home Summary Demand Variance Labour Productivity

Labour Productivity  
Mon Sep 03 2018

Robot Productivity: 14.16 Target Productivity: 10.00

Man-Hours  
Demand: 11430.00  
Scheduled Involving OT: 11240.17  
Variance: 189.83  
Overtime Hours: 1243.68  
OT to Scheduled Ratio: 9.26%

### Labor Productivity

Organization: WAS Date: 01/04/2018 30/4/2018

Labour Productivity

Current Month Average: 9.48

### Over/understaffing

My ME Core Employee Service Supervisor Service Admin Service Chan Tai Man

Scheduling VE Base Period: Month AUG Year 2020 Load View By: ALL Daily Weekly Monthly Status Edited

Staff	1 Sat	2 Sun	3 Mon	4 Tue	5 Wed	6 Thu	7 Fri	8 Sat	9 Sun	10 Mon	11 Tue	12 Wed	13 Thu	14 Fri	15 Sat	16 Sun	17 Mon	18 Tue	19 Wed
Annie HO (TK0098)	Sup	Sup	Sup	Sup	Sup	Sup	Sup	Super	Super	Sup	Sup	Sup	Sup	Sup	Sup	Sup	Sup	Sup	Sup
Bobo CHAN (TK0138)	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales	Sales
Cheong CHAN (TKPT0009)																			
Coco KUJ (TK0110)	Re		Re	Re						Re	Re	Re				Re	Re	Re	

### Work hour distribution

Staff	Role	Scheduled (hr)
00187 梁志強 LEUNG	B&R Supervisor	10 hour
00219 王國興 WANG	B&R Supervisor	10 hour
00460 黃志強 WONG	B&R Supervisor	10 hour
00478 陳國強 LEE	Chief head	10 hour
00473 李國強 YEUNG	Chief	10 hour
00480 陳國強 LO	Chief head	10 hour
00782 李國強 NG	Cleaner	8 hour
00824 何國強 HO	Runner	10.5 hour
00838 何國強 HO	Runner	10 hour
00832 何國強 HO	Runner	7 hour
00878 何國強 HO	Runner	8 hour
00878 何國強 HO	Runner	10.5 hour
00878 何國強 HO	Runner	8 hour
00878 何國強 HO	Cleaner	8 hour
00878 何國強 HO	Cleaner	8 hour
00878 何國強 HO	Cleaner	7.5 hour
00878 何國強 HO	Runner	8 hour

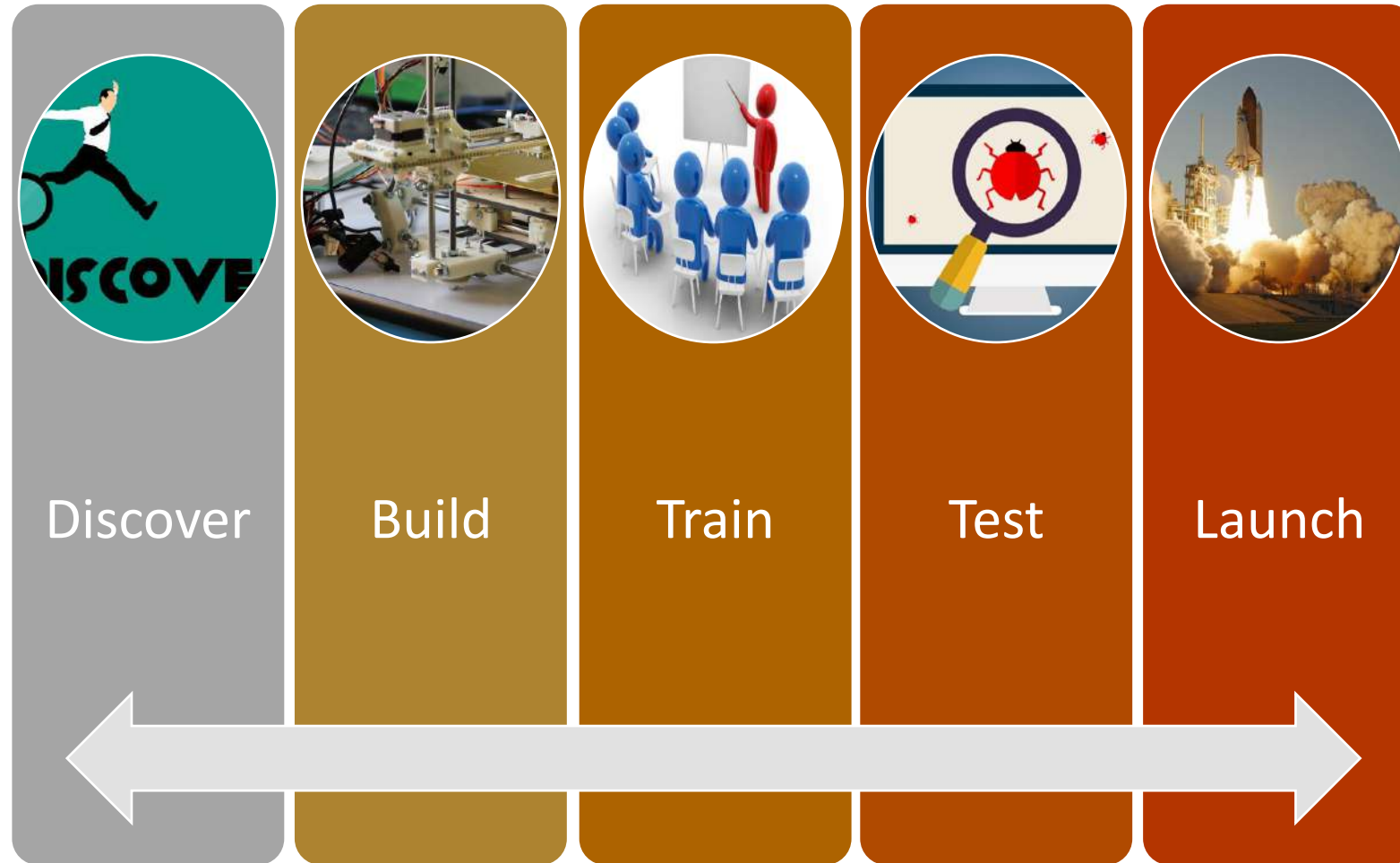
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# Project Implementation



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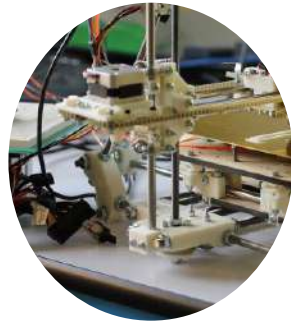


## Project Implementation



### Discover

- Conduct user workshops
- Confirm functional requirements
- Confirm technical requirements
- Confirm "To be" operation flow
- Sign off functional specification



### Build

- Function development
- Integration development
- System logic development



### Train

- UAT training
- Operation training
- Train-the Trainer
- Admin training



### Launch

- End user training
- Staff Communication



### Test

- UAT
- SIT
- Fine tuning
- Nursing



THANK YOU  
RAYMOND CHAN

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