## Introduction to Omnichannel Sales & Commerce

2019 / 04 / 17

6:30pm - 9:00pm

Victoria Dockside, 18 Salisbury Road, Tsim Sha Tsui

## Introduction to Omnichannel Sales & Commerce

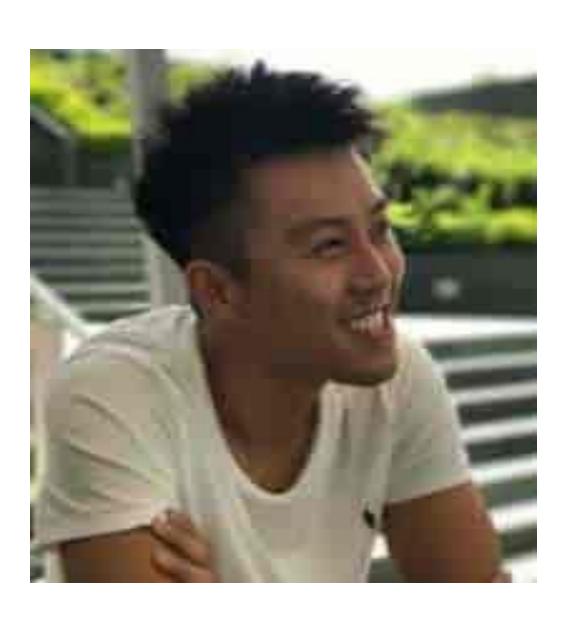
2019 / 04 / 17 6:30 pm - 9:30 pm



## Endy Chow

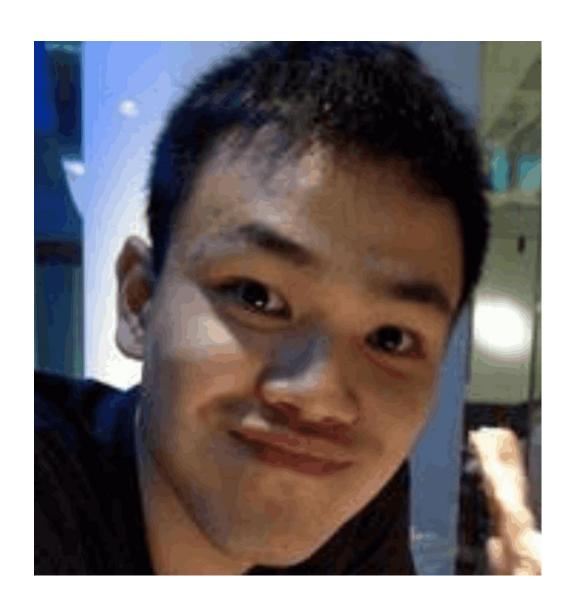
Assistant Manager,
New World Development





Elton Chan

Chairman, HKEBA



### Matt Li

Vice-Chairman, HKEBA



Trade and Industry Department



### 新世界發展有限公司 New World Development Company Limited

New World Development



Google



New World Development



Asiaray Media Group

### Supporting Organisations





















































Hong Kong E-Commerce Business Association

### HKEBA Introduction

- Established in 2017

 To educate small and medium enterprises (SMEs) in Hong Kong on omnichannel commerce through events, workshops and business collaborations.

## HKEBA Membership

- SME sharing events
- Networking events
- FREE 3 hours consultation



## 2019 Projects

 Mandate and funded by the Trade and Industry
 Department of Hong Kong

- 12 events and seminars

### 12 Seminars

Introduction to Omnichannel Sales & Commerce





- Facial recognition / Check-out free technologies
- Augmented reality/Virtual reality
- Offline retail big data collection and analysis
- Hands free technologies

The Artisanal Novement

WE CREATE, WE ARE ARTISANS I I 新世界發展有限なNew World Development Company Li



A platform to facilitate **enablers** to bring idea to life accelerating the **DIGITAL TRANSFORMATION** 

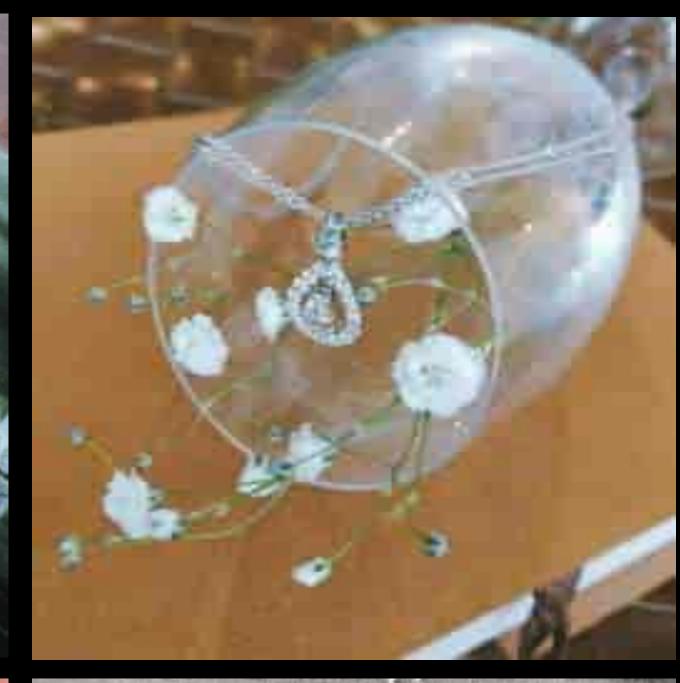
## 促進創新及數碼化轉型

POWERED BY NEW WORLD DIGITAL ACADEMY















新世界及周大福



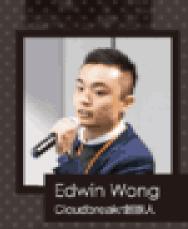
Tencent WeStart DigiTalent HEARTS ON FIRE Juffamil







Tencent WeStart (HK) 觀塘鴻圖道75號6樓KOHO





## Influencer

解構個人品牌及軟性行銷哲學







A.New World University

NWUniversity





Adrian Cheng IG

ac\_kaf

www.nwd.com.hk



The Artisanal Movement IG

theartisanalmovement

# Introduction to Omnichannel Sales & Commerce

2019 / 04 / 17

6:30pm - 9:00pm

Victoria Dockside, 18 Salisbury Road, Tsim Sha Tsui

### 你的意見 是非常重要的

活動完結時 完成問卷及交還工作人員



## Alan

Agency Account Manager, Google

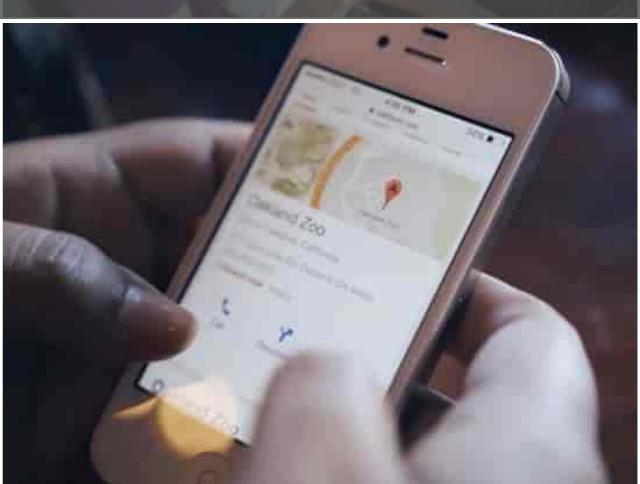
Google



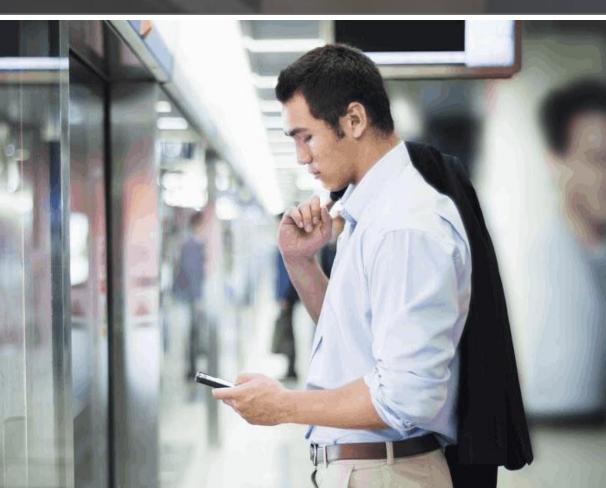
Alan Poon, Google Customer Solutions
17 Apr 2019











## Nomophobia

noun [ U ] • UK 🚺 / ุทอซ.mอซ'fอซ.bi.ə/ US 🚺 / ุทอซ.moซ'foซ.bi.ə/

fear or worry at the idea of being without your mobile phone or unable to use it:

Many people suffering from nomophobia never switch off their mobile phones.

Hong Kong is one of the most digitally savvy markets in the world

79%

Mobile Penetration

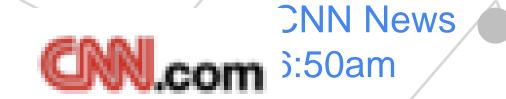
80/0

Internet Penetration



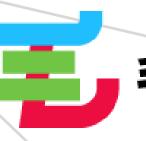








Play Candy Crush 1:33pm



### 毛記電視

TV/Most 11:15pm

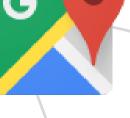


Where to go for dinner?
5:09pm





Cosmetic review 11:09pm





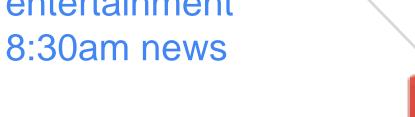
Times Per Day?



Call taxi 8am



At train, read entertainment



蘋果日報

On the bus, watch movie trailers 8:42pm

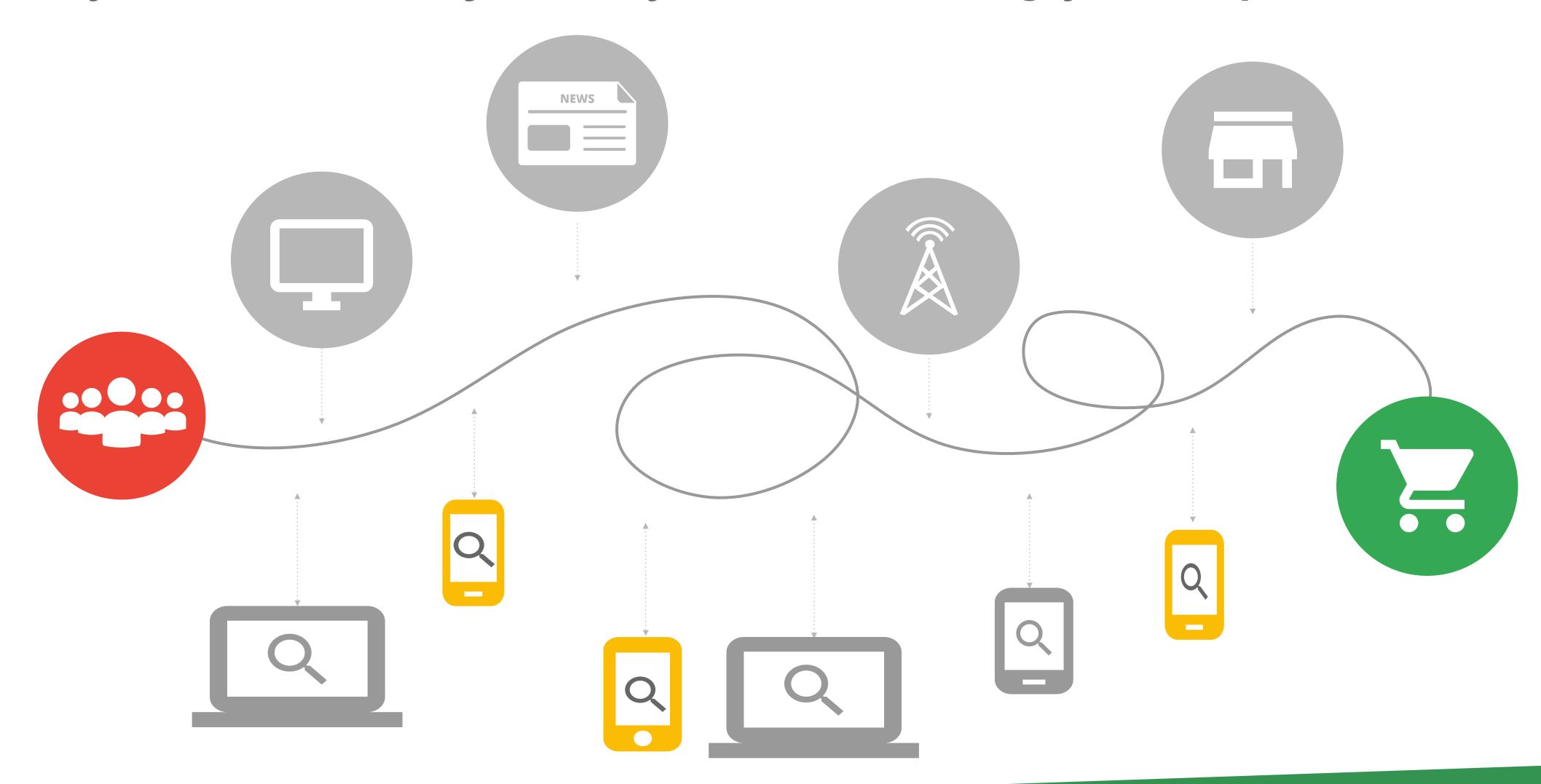


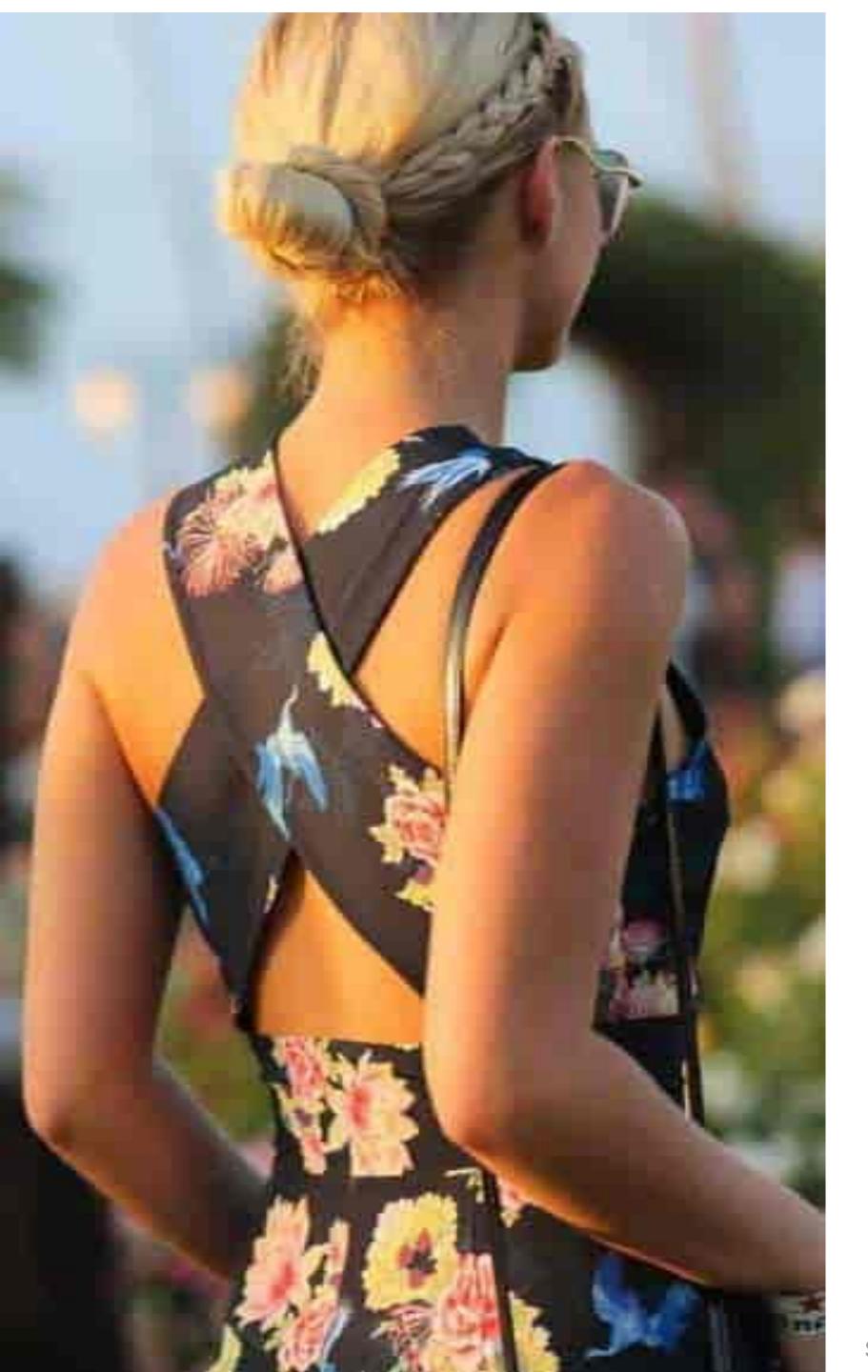
Check emails on phone 11:36am



Check stock price 8:30am

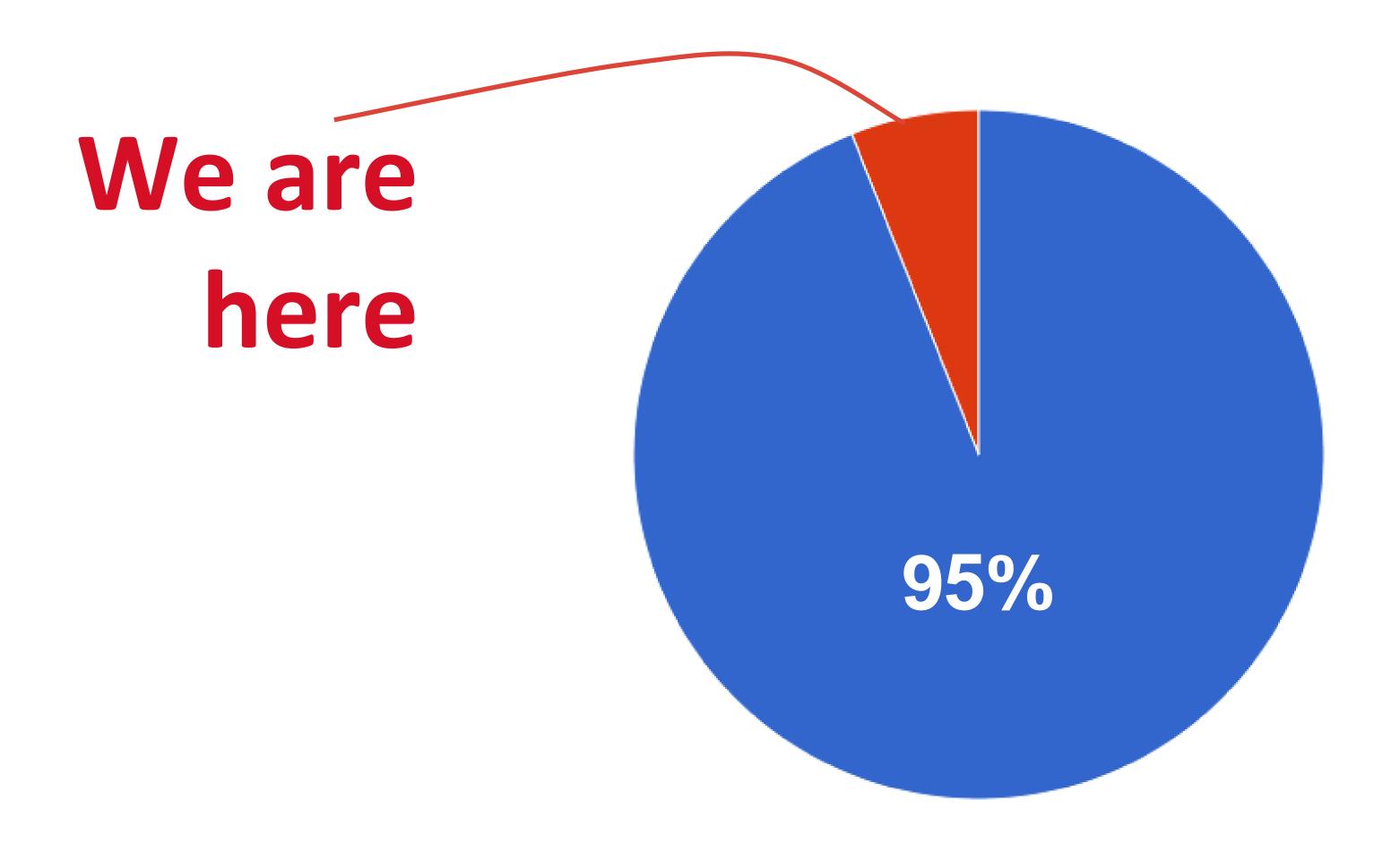
### Today's customer journey is increasingly complex





89% Research Online before purchase

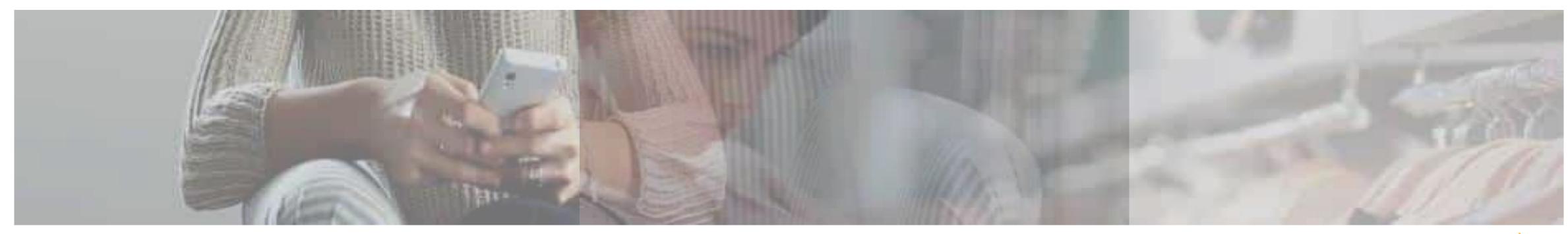
### But... 95% of Hong Kong Retail sales still happen offline







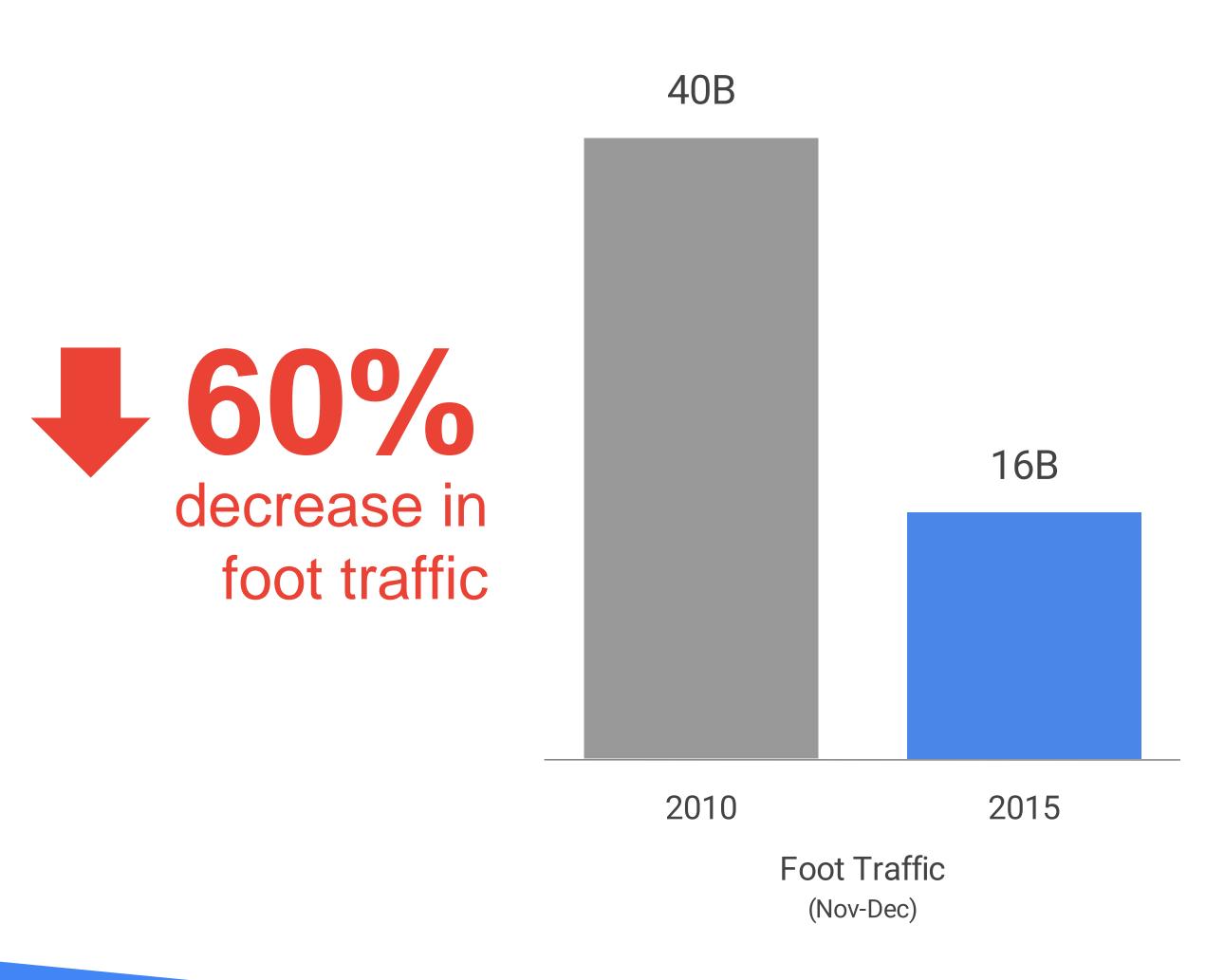


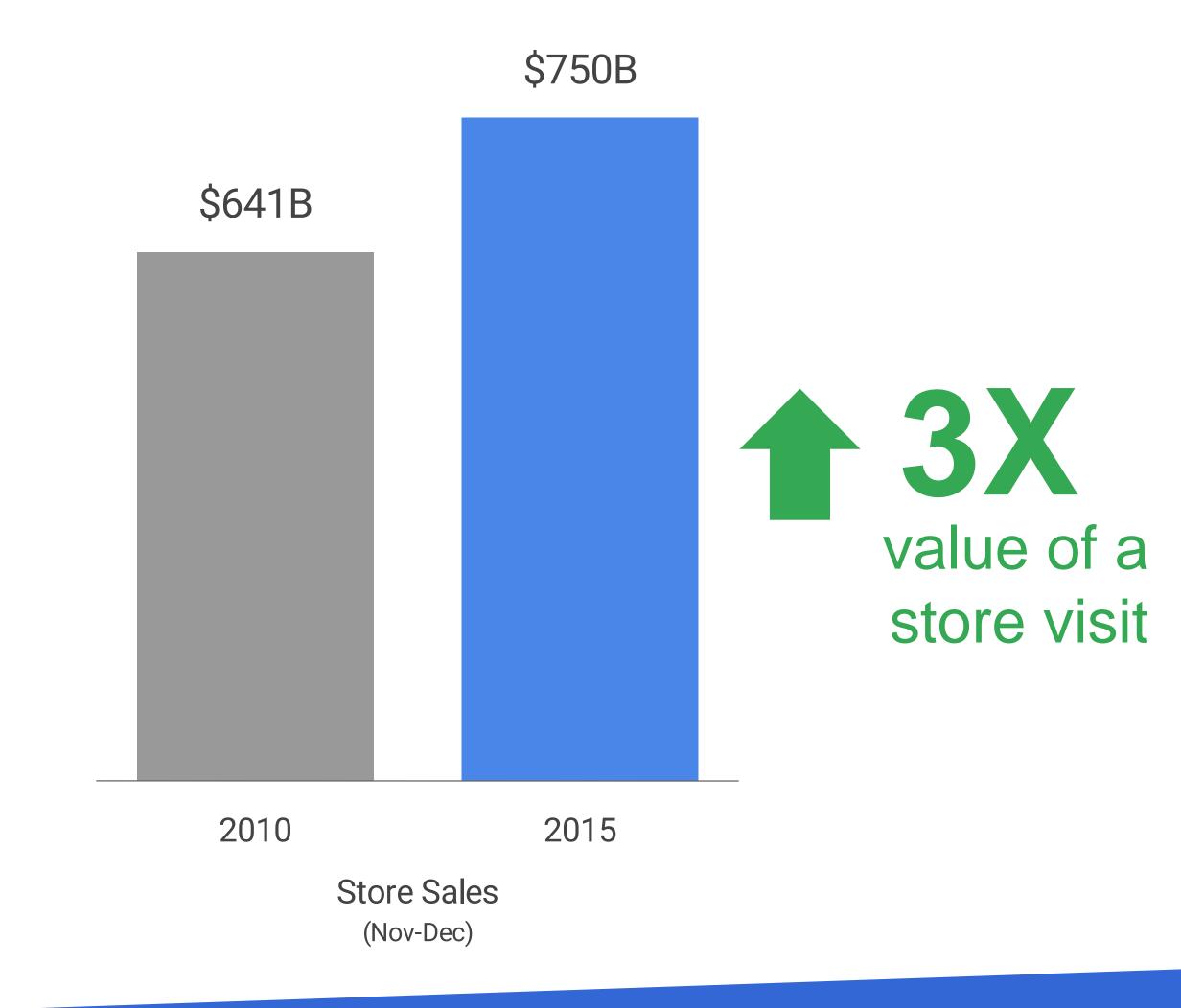


Research Journey

Purchase

### How can we explain this?



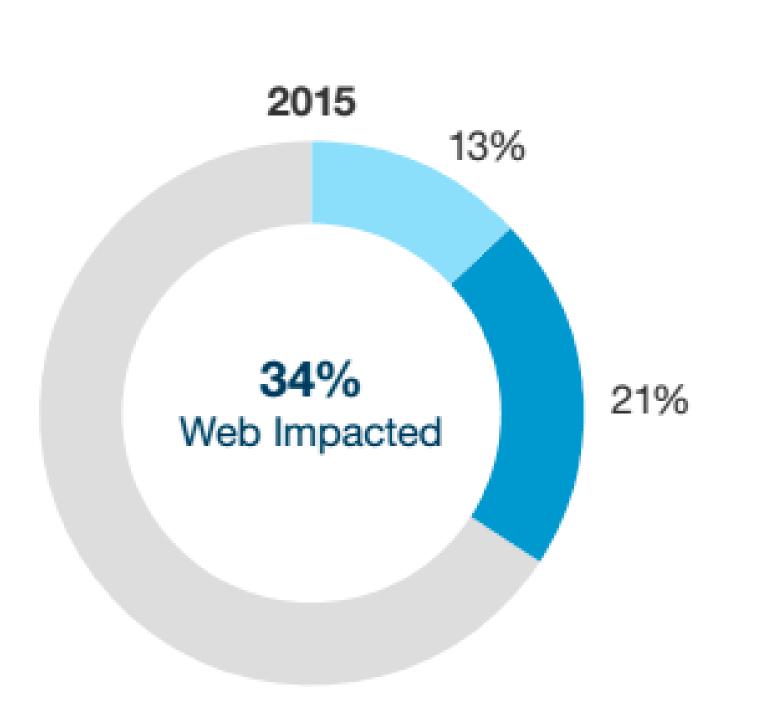


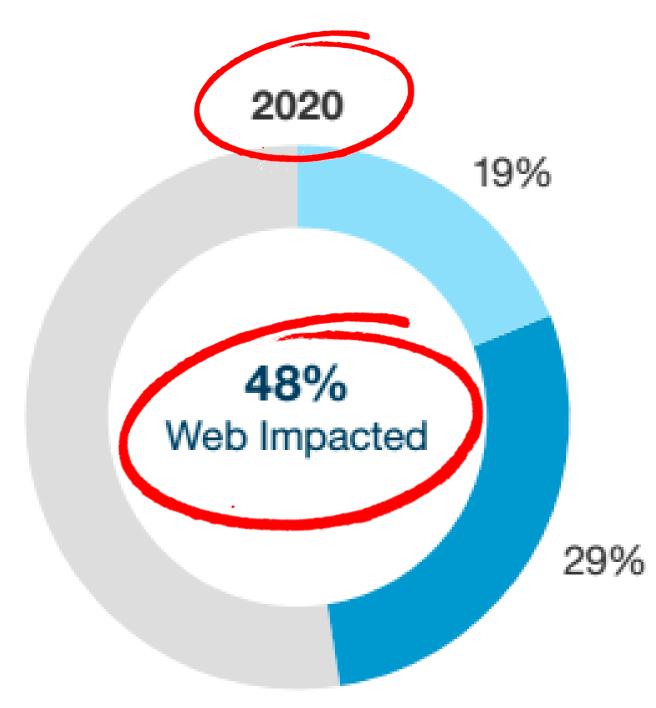
### In fact, over a third of APAC Retail is already web-influenced

#### Asia Pacific Web-Impacted Retail Sales



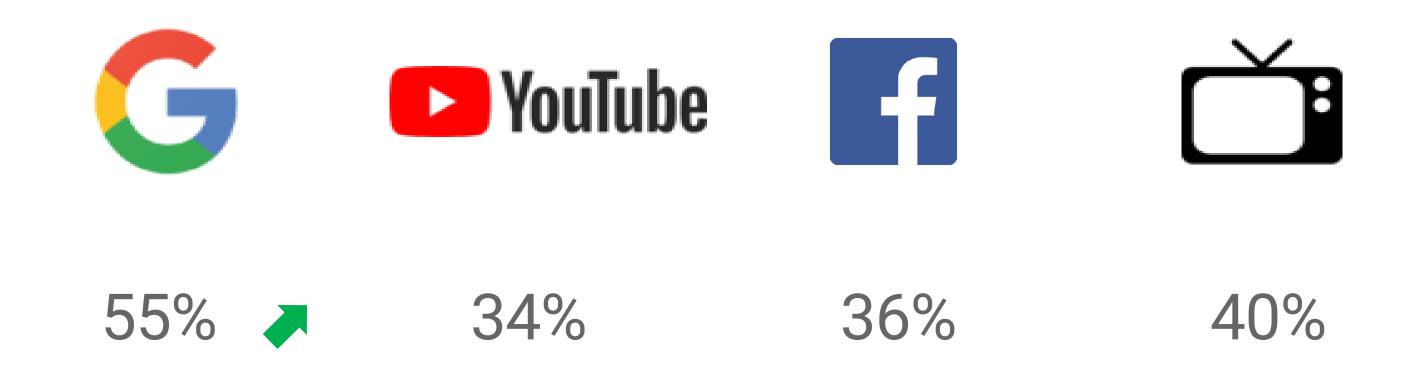






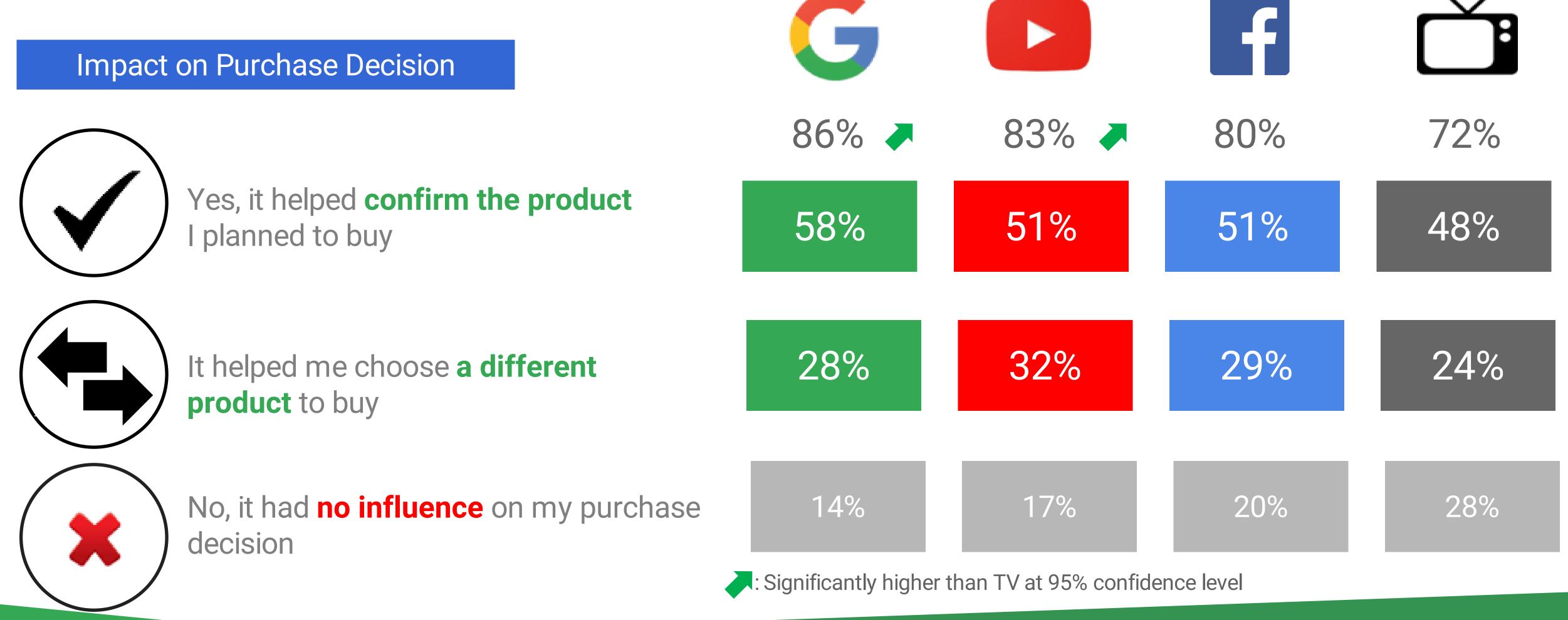
### One-third of Hong Kongers use YouTube throughout their purchase journey.

#### Information Source throughout Purchase Journey



: Significantly higher than any others at 95% confidence level

Information found on both Google Search and YouTube impacted more so on final purchase decision than that on TV did.





#### 3 Stages to Capture Omnichannel Shoppers



Measurement

Start Measuring the 020 Effect



Presence

Help Consumers Find You



**Advanced Solutions** 

What's next?



Start Measuring The 020 Effect



Help Consumers Find You



What's Next?

# MICRO-MOMENTS

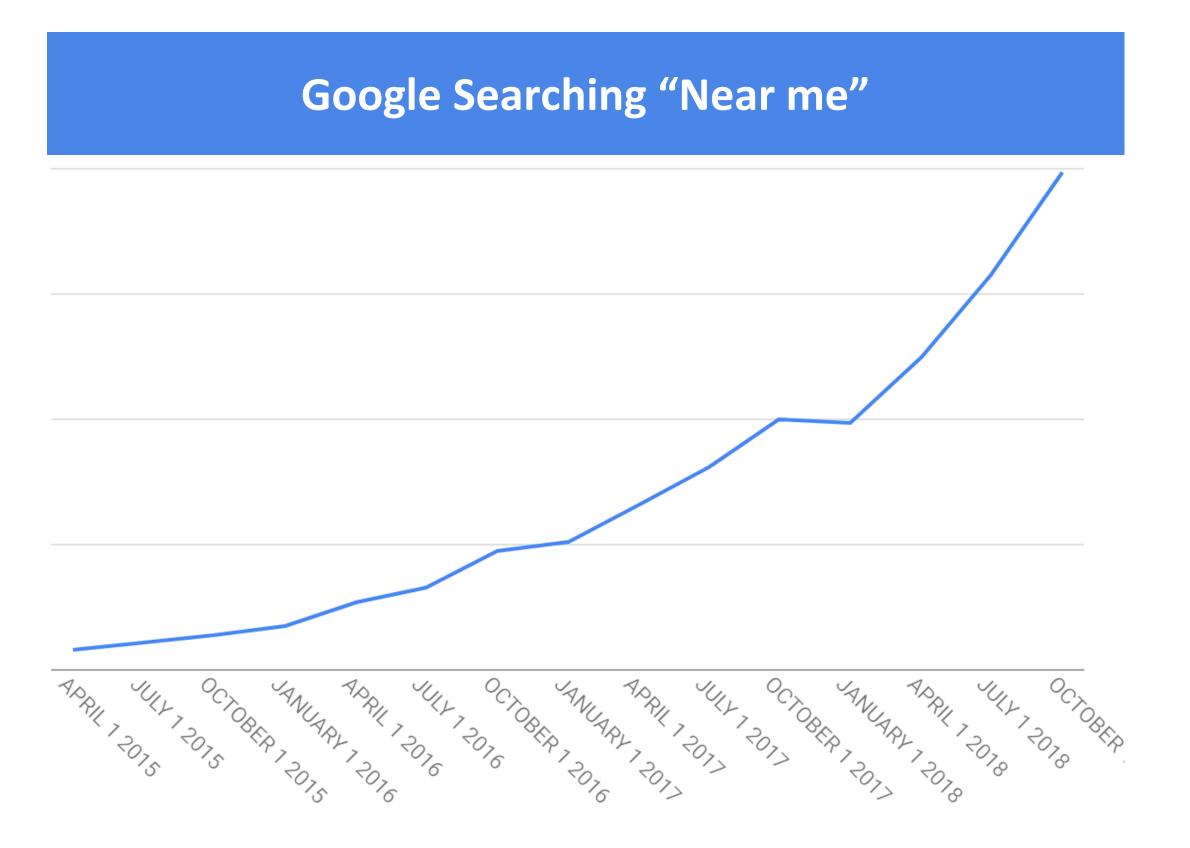
THE NEW BATTLEGROUND FOR BRANDS

I-want-to-do Moment I-want-to-go Moment I-wantto-know Moment I-want-tosee Moment l-want-tobuy Moment

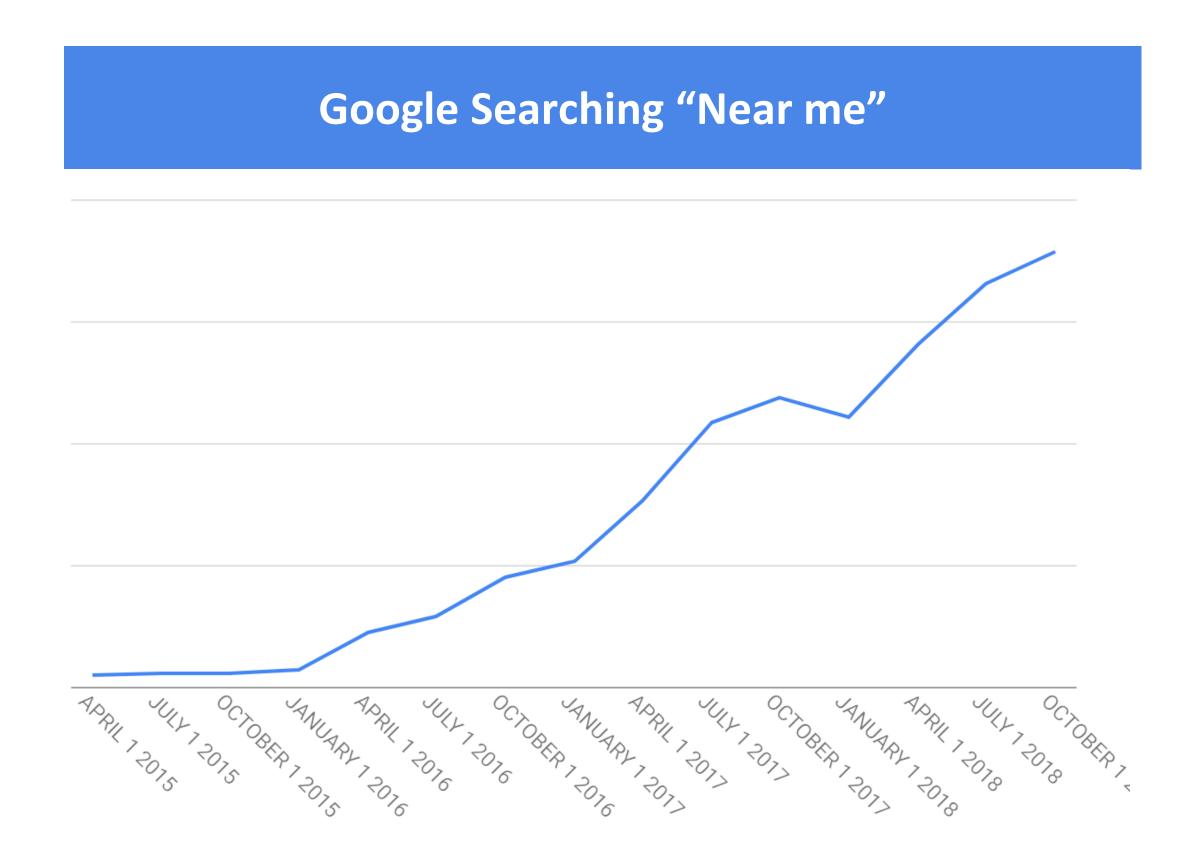
## Looking for Local Businesses



#### Near Me????

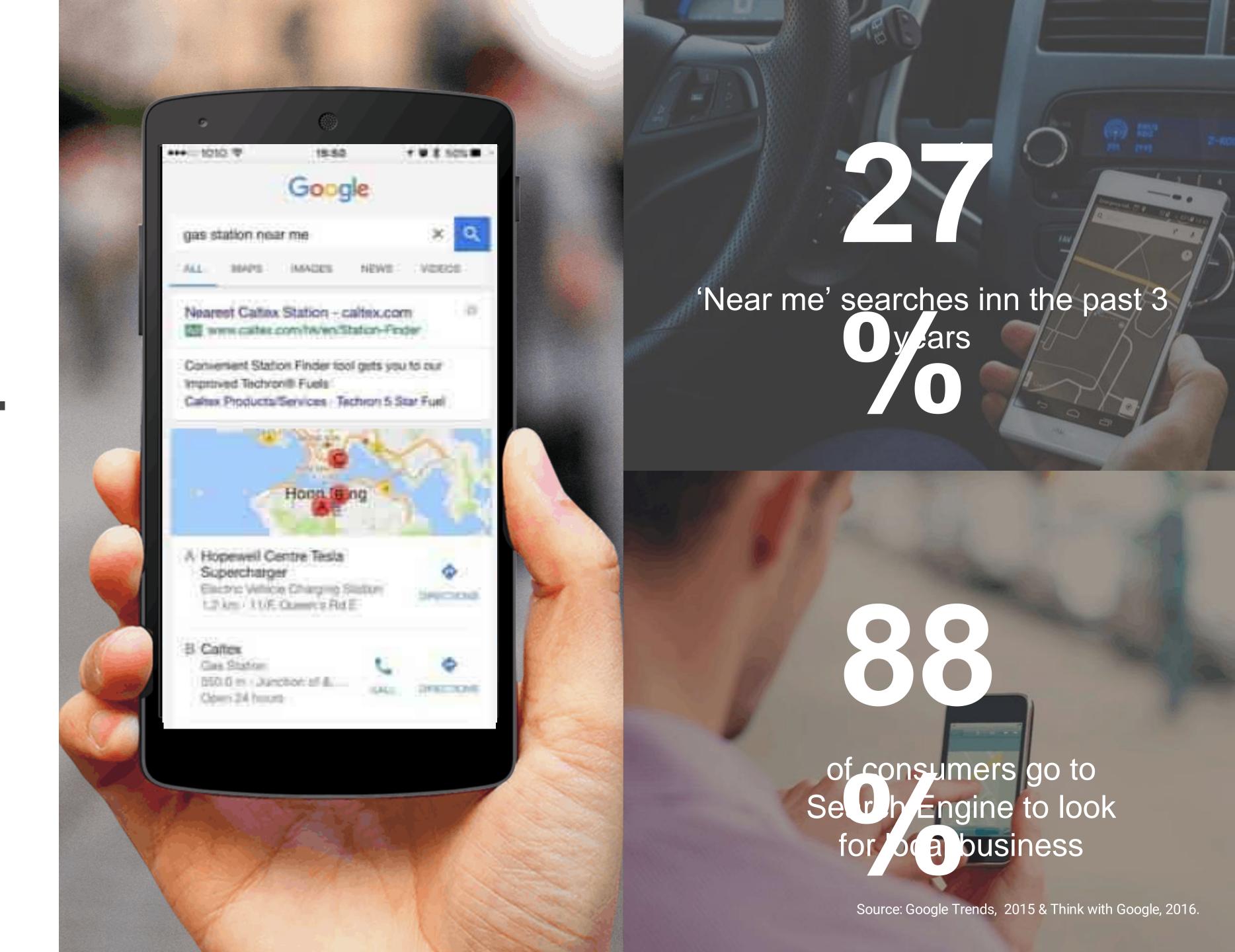




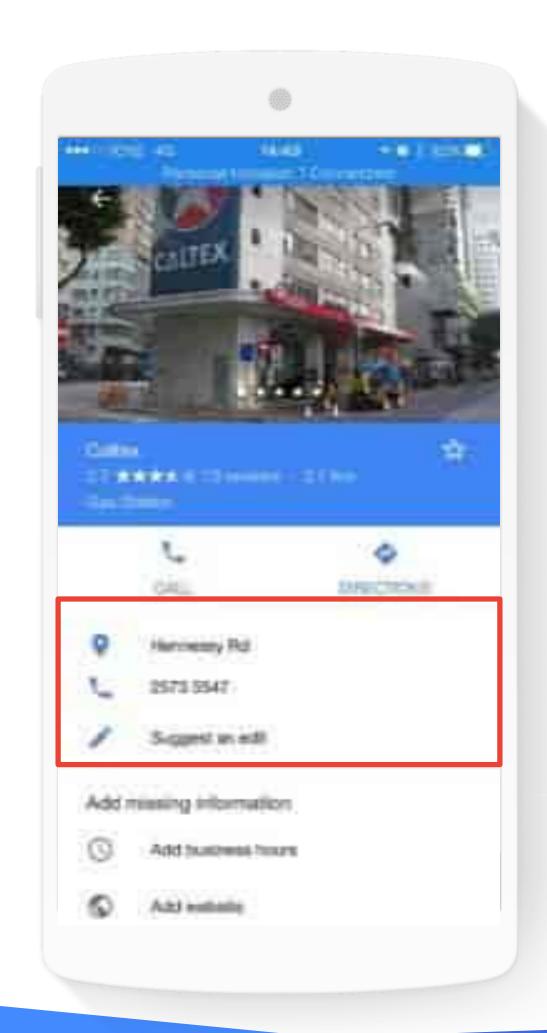


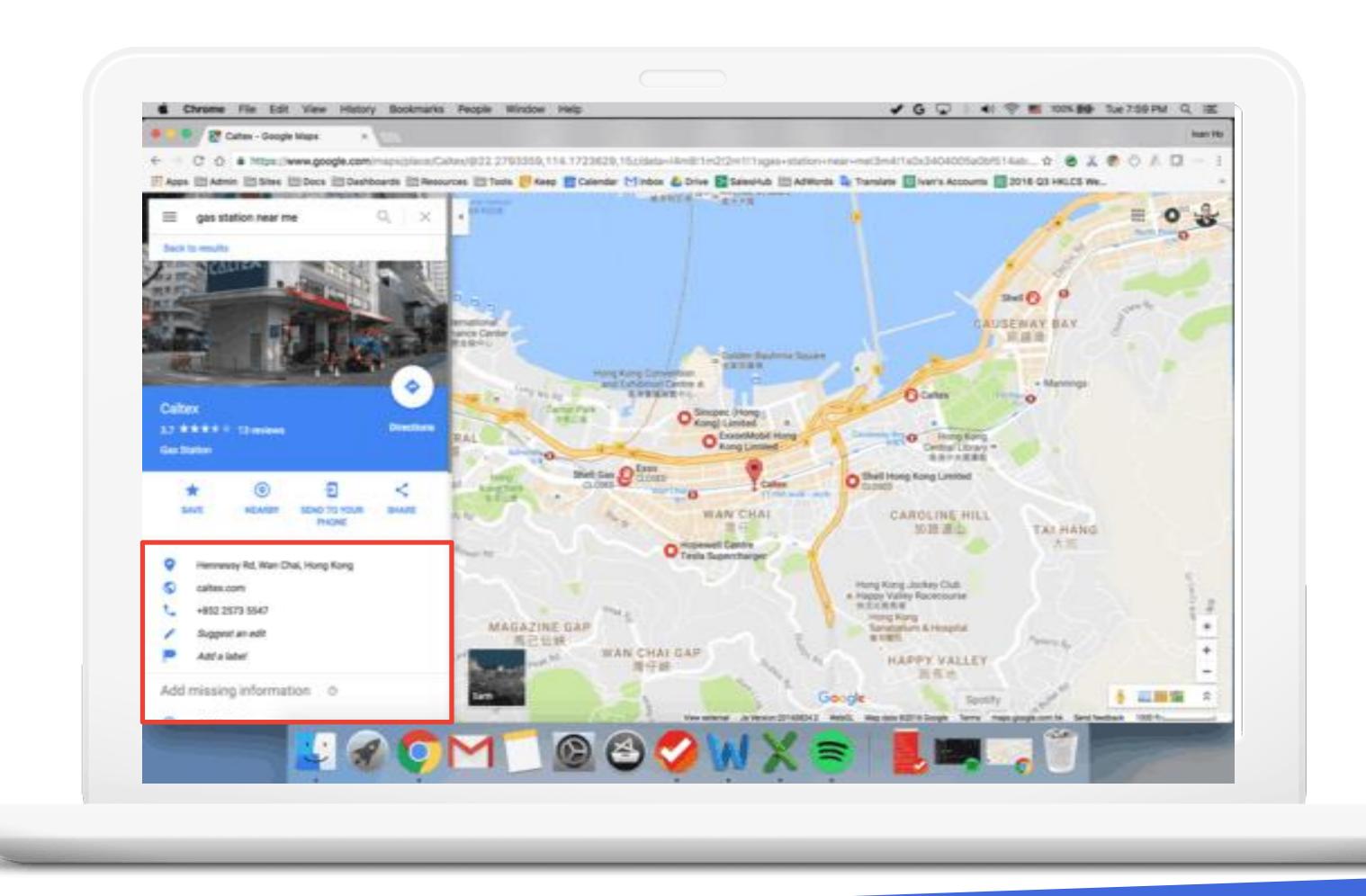


# l-want-togo Moment

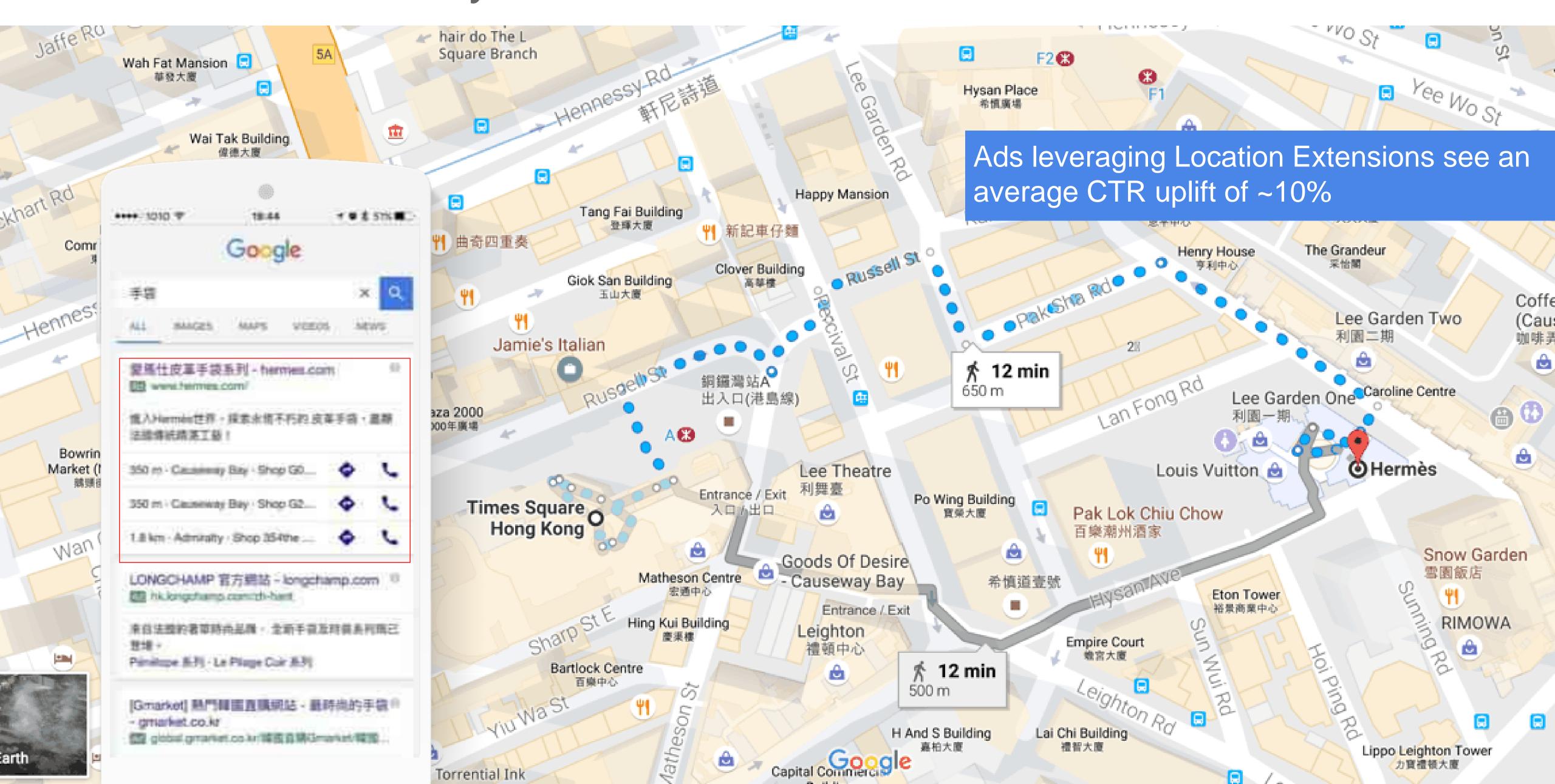


## Show people you are open for business with Google My Business (GMB)

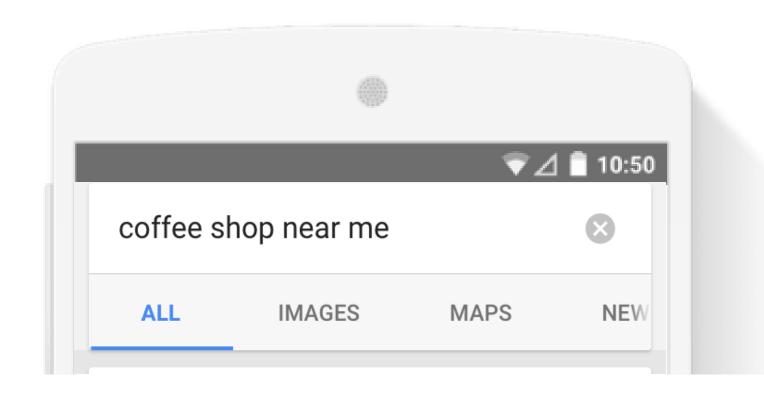


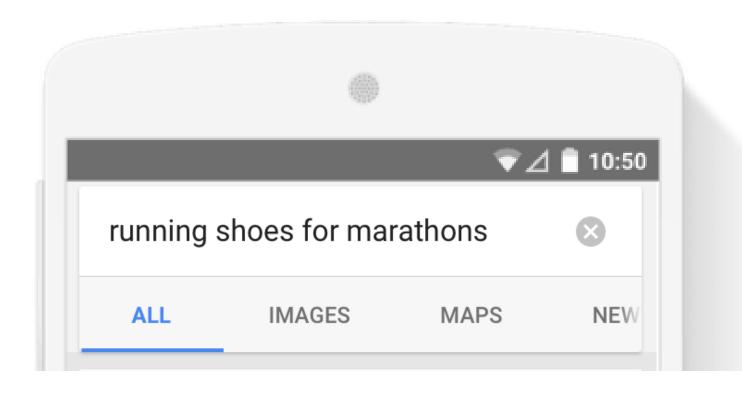


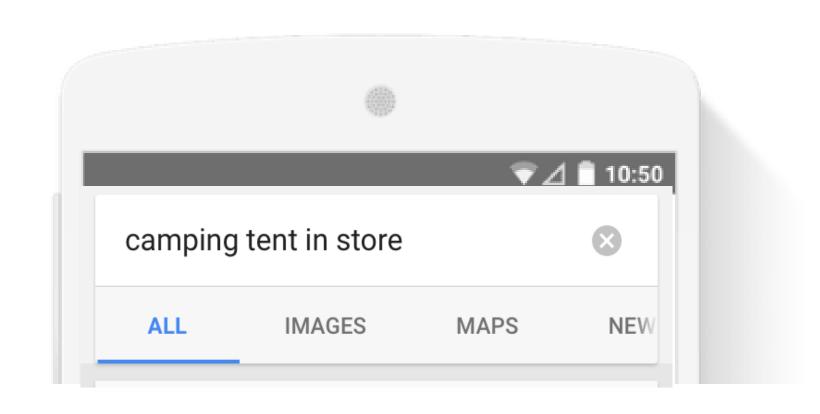
#### Direct consumers to your nearest stores with Location Extensions



## Optimize your search strategies for the right moment







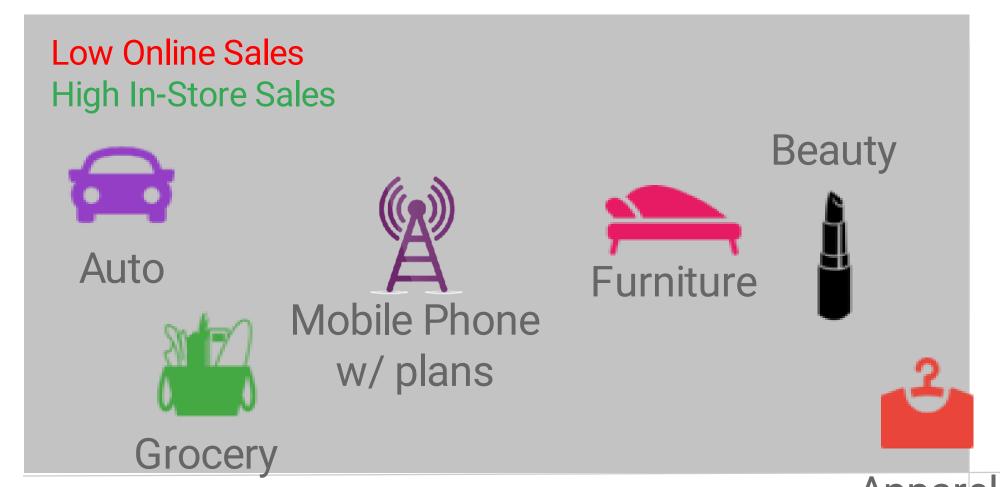
l-want-to-go
Moment

I-want-to-know
Moment

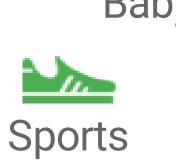
I-want-to-buy
Moment

## Identify and value top performing online to offline categories

#### **In-Store Sales**



Baby



High Online Sales High In-Store Sales



**Online Sales** 

Apparel

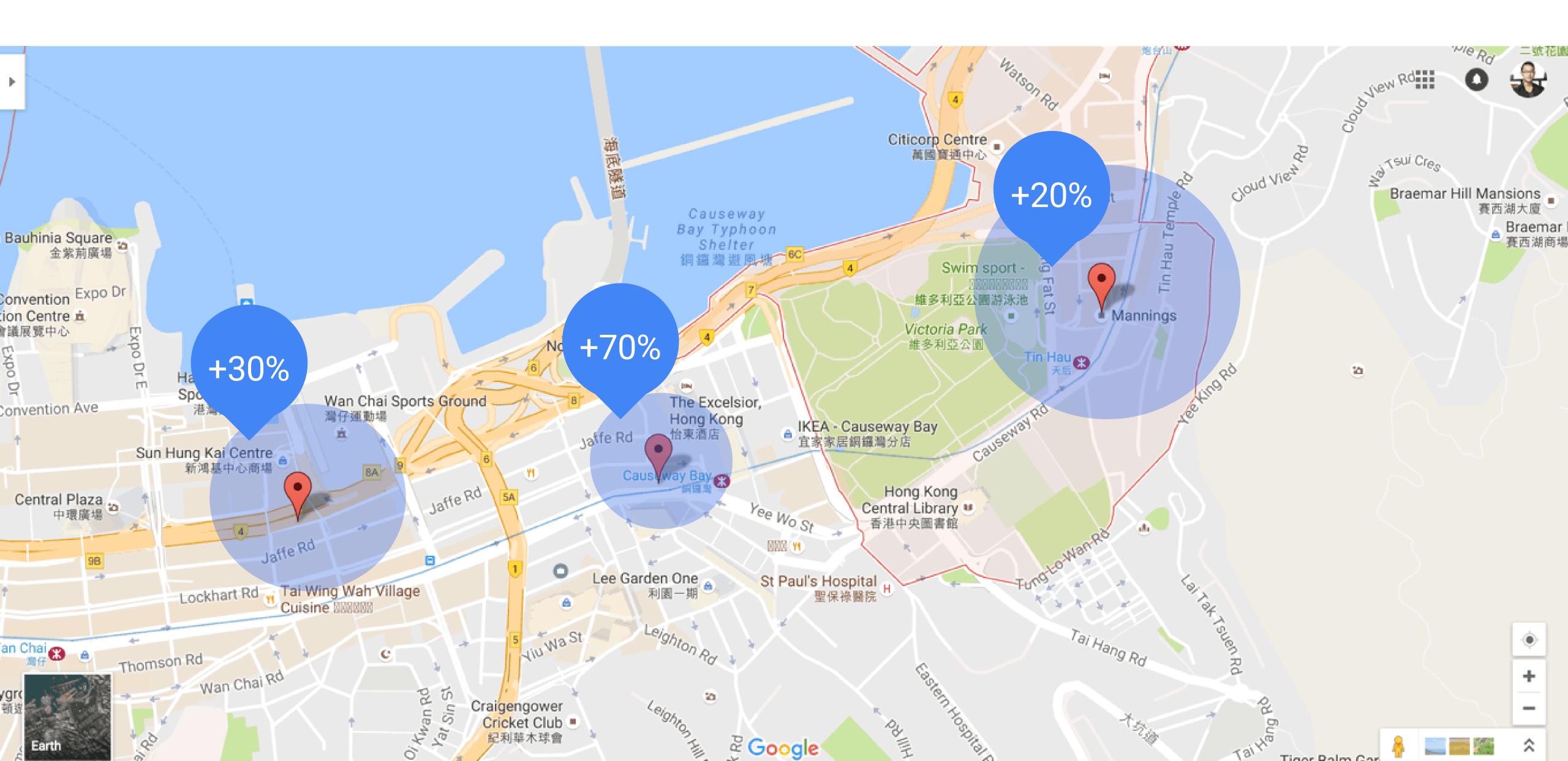


Books

High Online Sales Low In-Store Sales

Low Online Sales Low In-Store Sales

#### Use bid-by-distance to bid optimally for consumers near your store

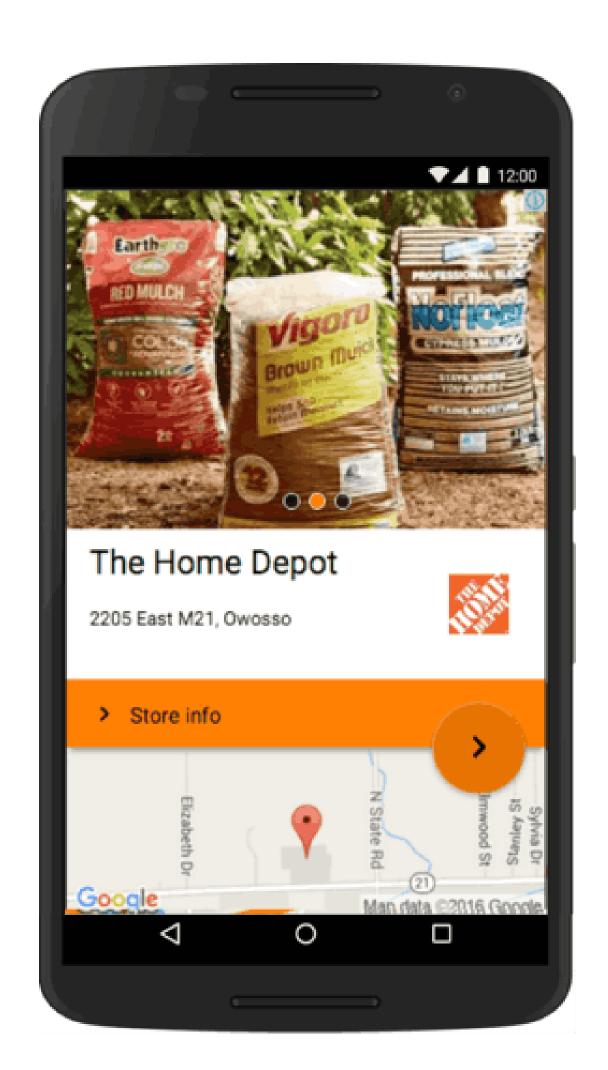


#### Capture nearby shoppers with Display **Location Extensions**

Measure two key conversion metrics: (in addition to call and website visits):

- User's requesting directions to the store
- User's exploring where the store is located via Google Map













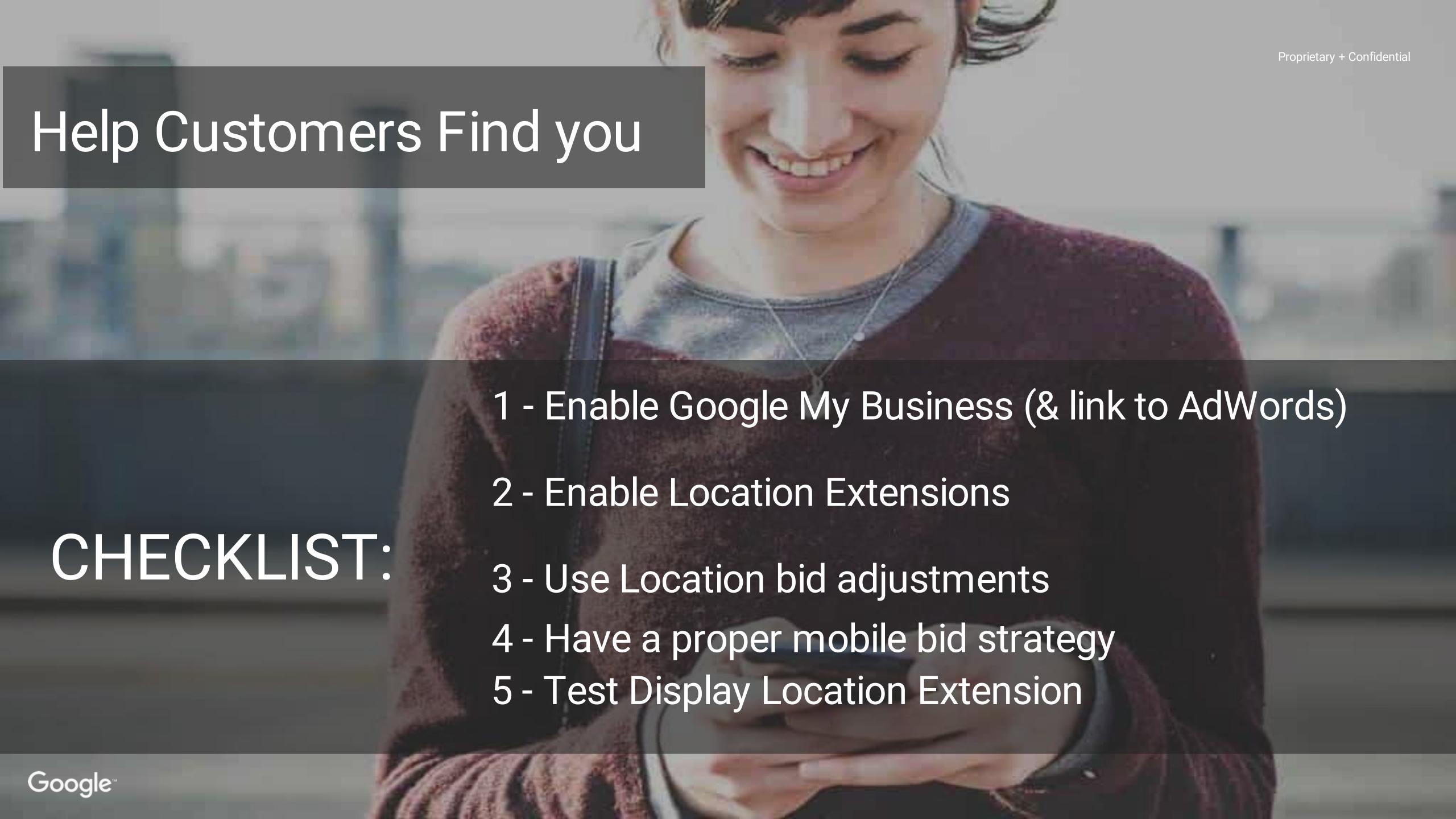














Start Measuring The 020 Effect

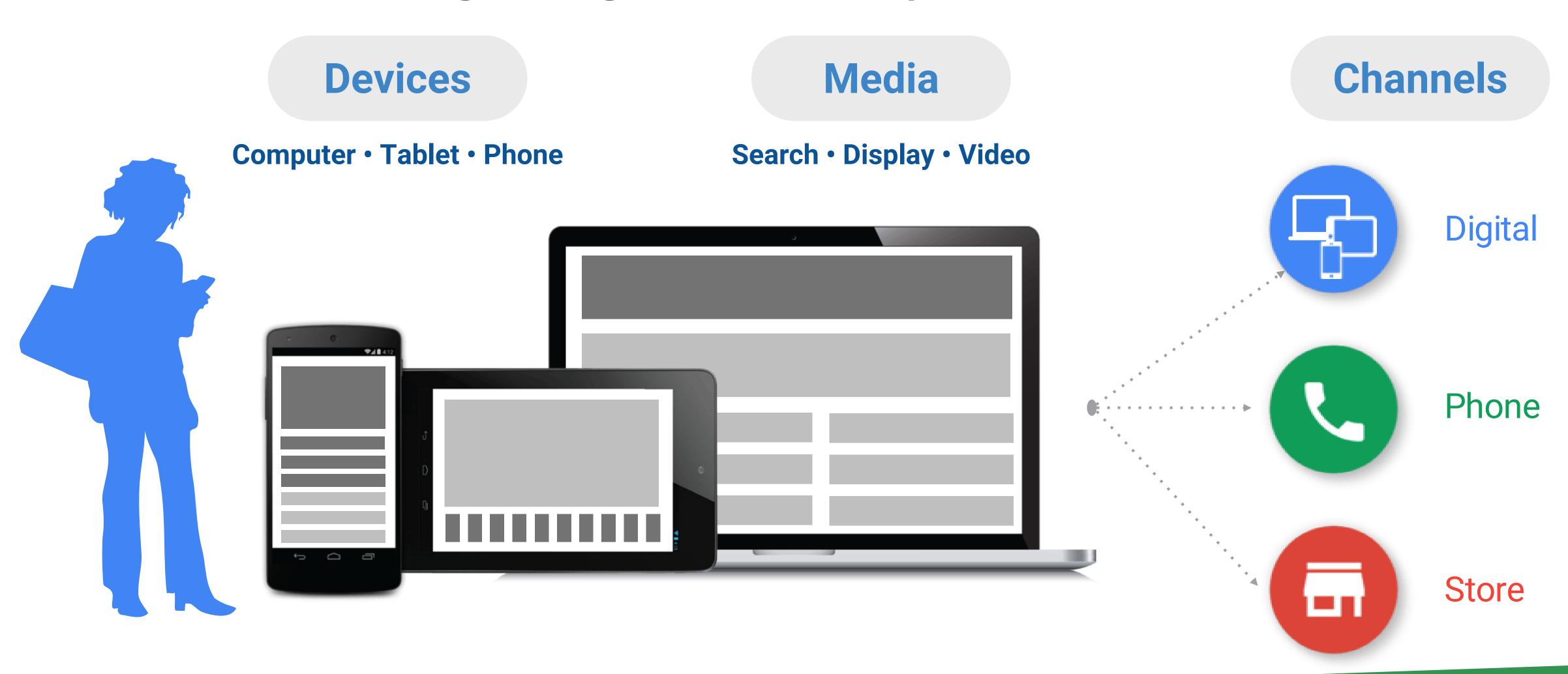


Help Consumers Find You

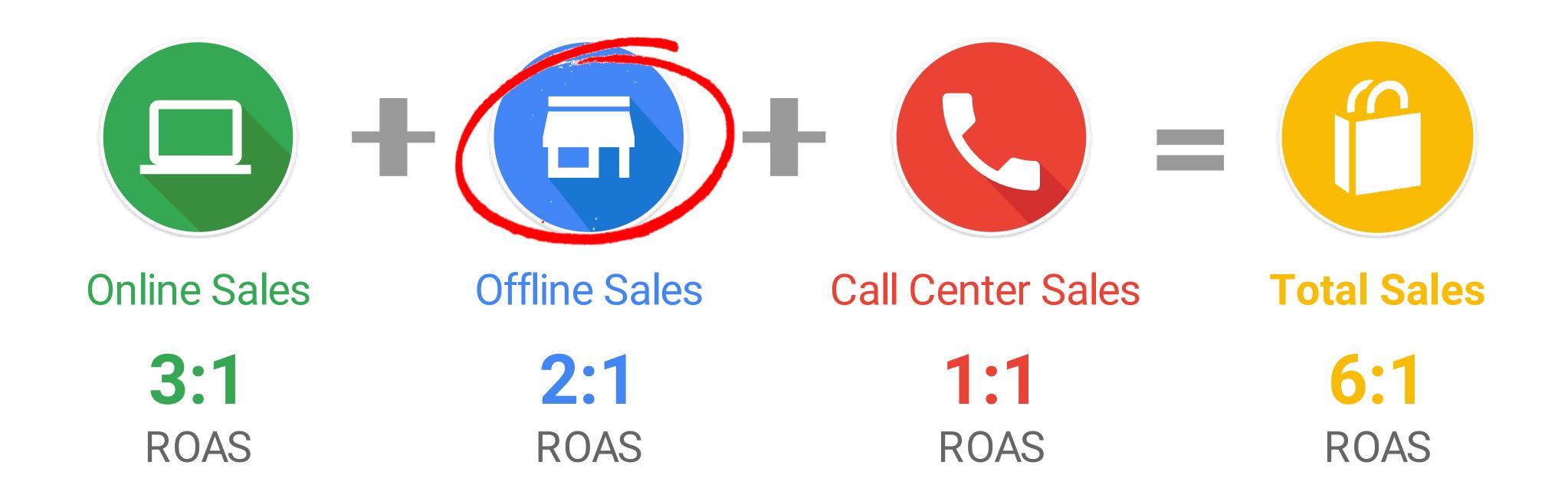


What's Next?

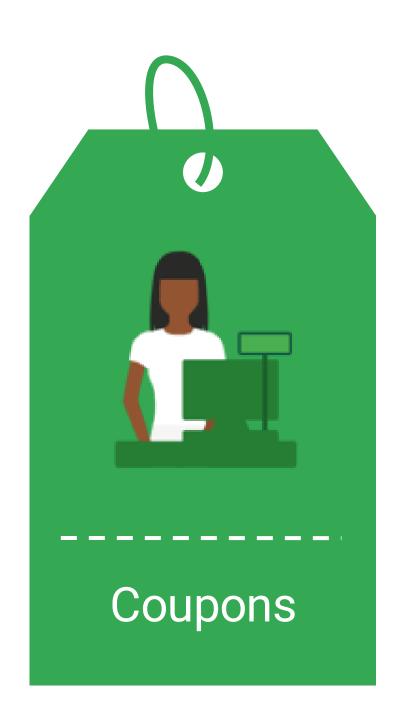
#### Measurement is getting more complex



Make sure you're making decisions based on the full impact of your digital spend



#### Ideas to Measure Online to Offline Sales Today

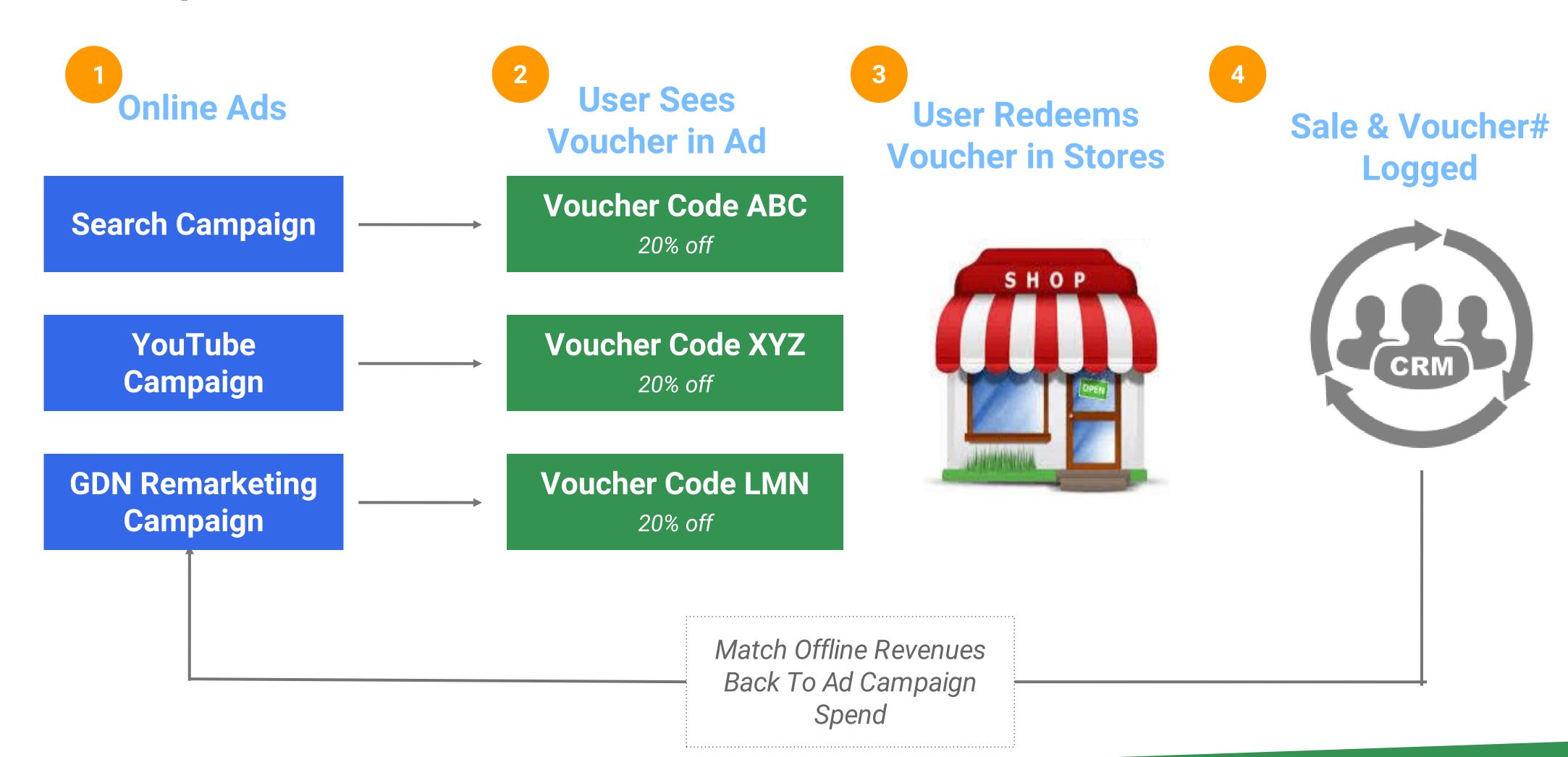








#### Coupons to be used in-store





## "Tag" your in-store visitors



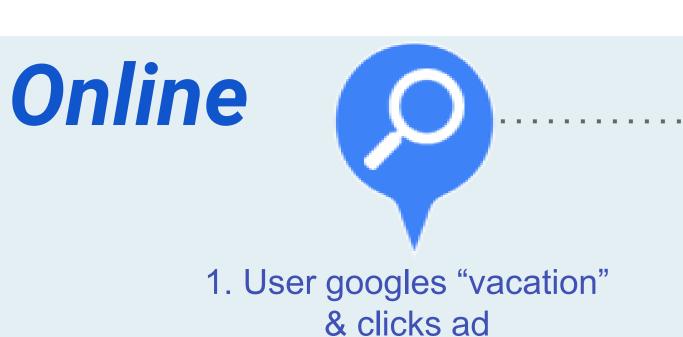
- e-receipt
- Insurance email
- Voucher email
- etc

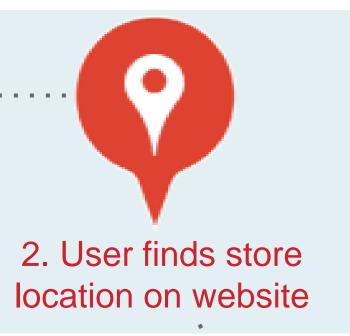


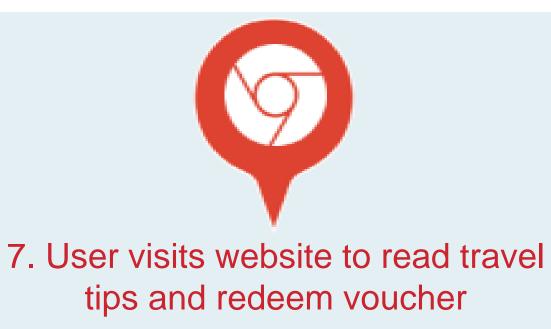




## "Tag" your in-store visitors - Case Study





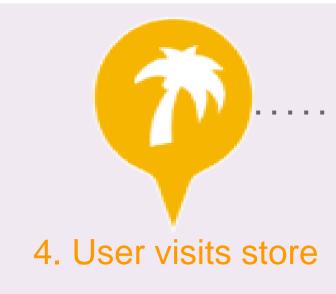


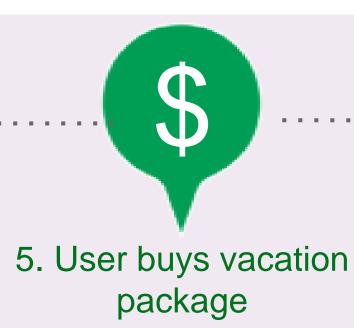






#### In-Store







6. User receives email or paper voucher with unique link





## "Tag" your in-store visitors - Case Study

53%

of in-store sales were influenced by digital

27%

of in-store sales were driven by paid search ads

Google Display was

3X

more effective than other display or social channel

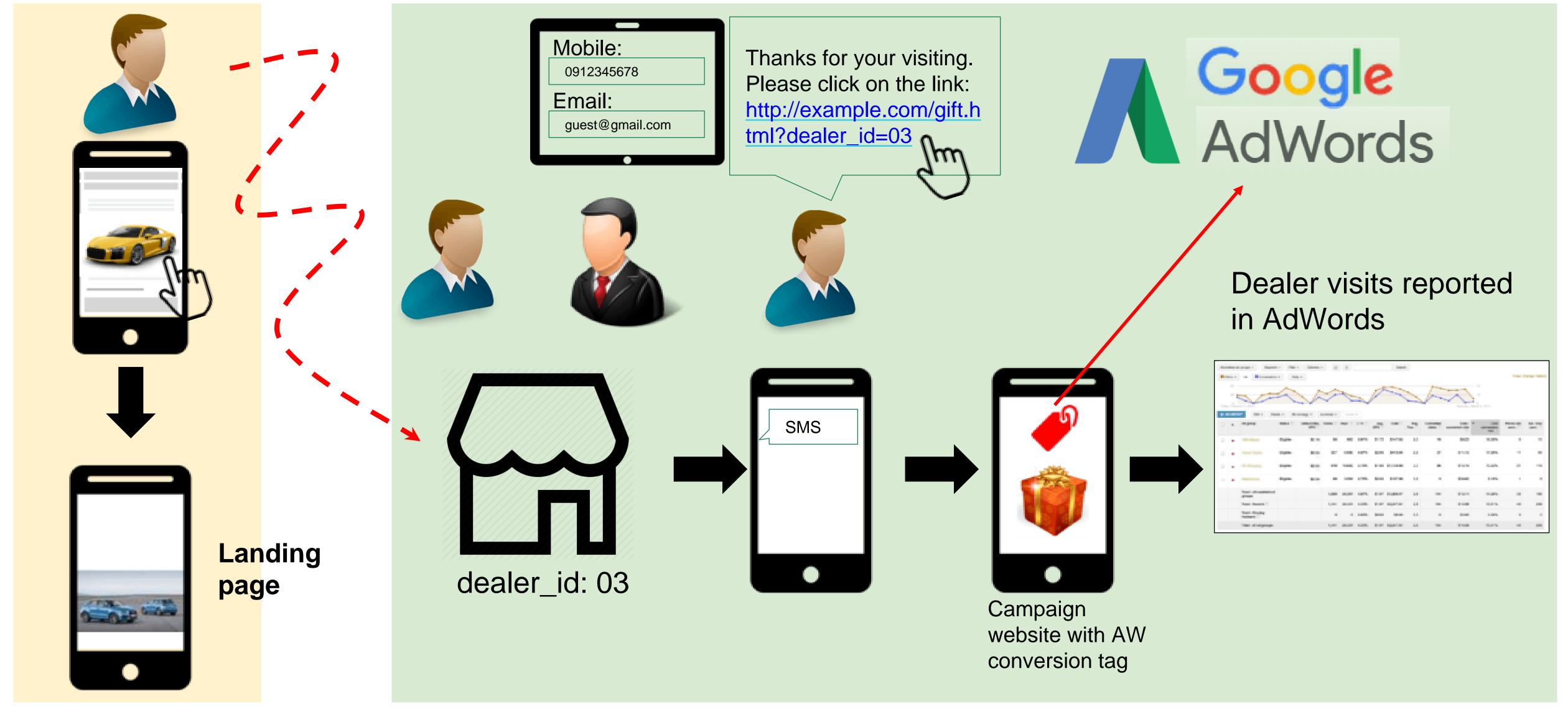
+60% traffic to store

+30% online revenue

+25% online bookings

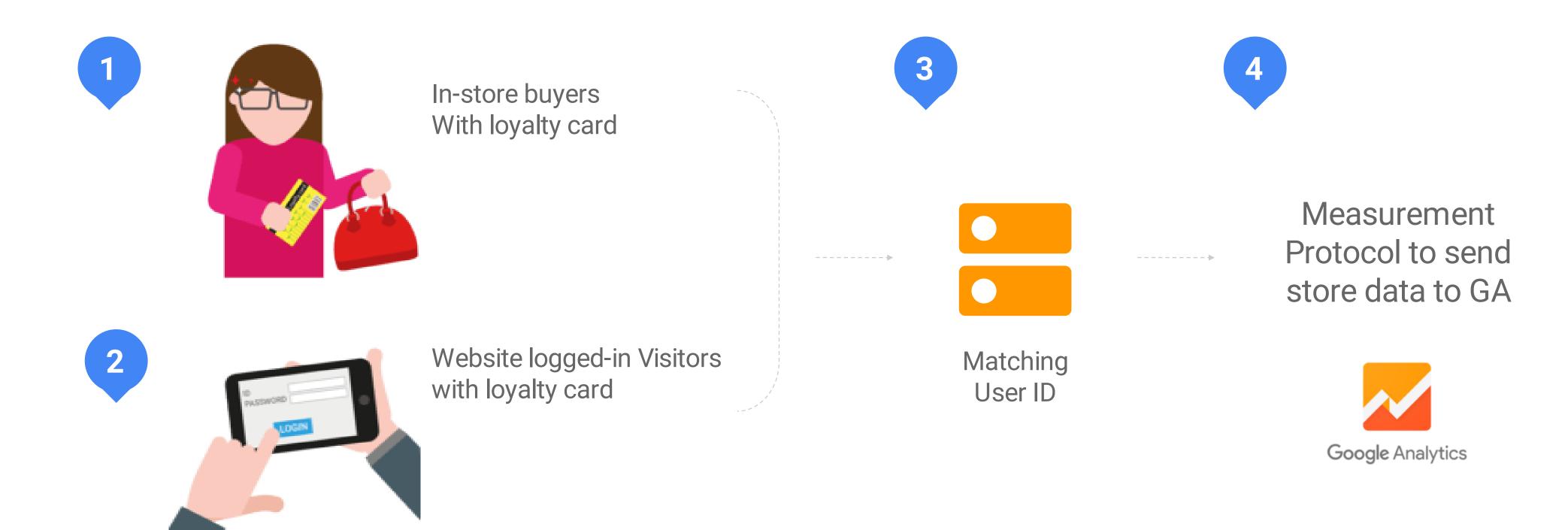


## "Tag" your in-store visitors - Case Study - Automotive





## Google Analytics to track omnichannel consumers

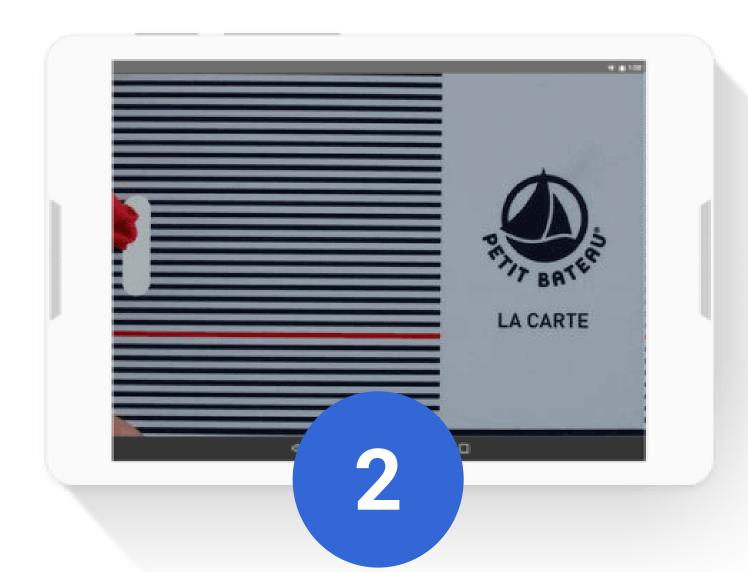






#### Google Analytics to track omnichannel consumers







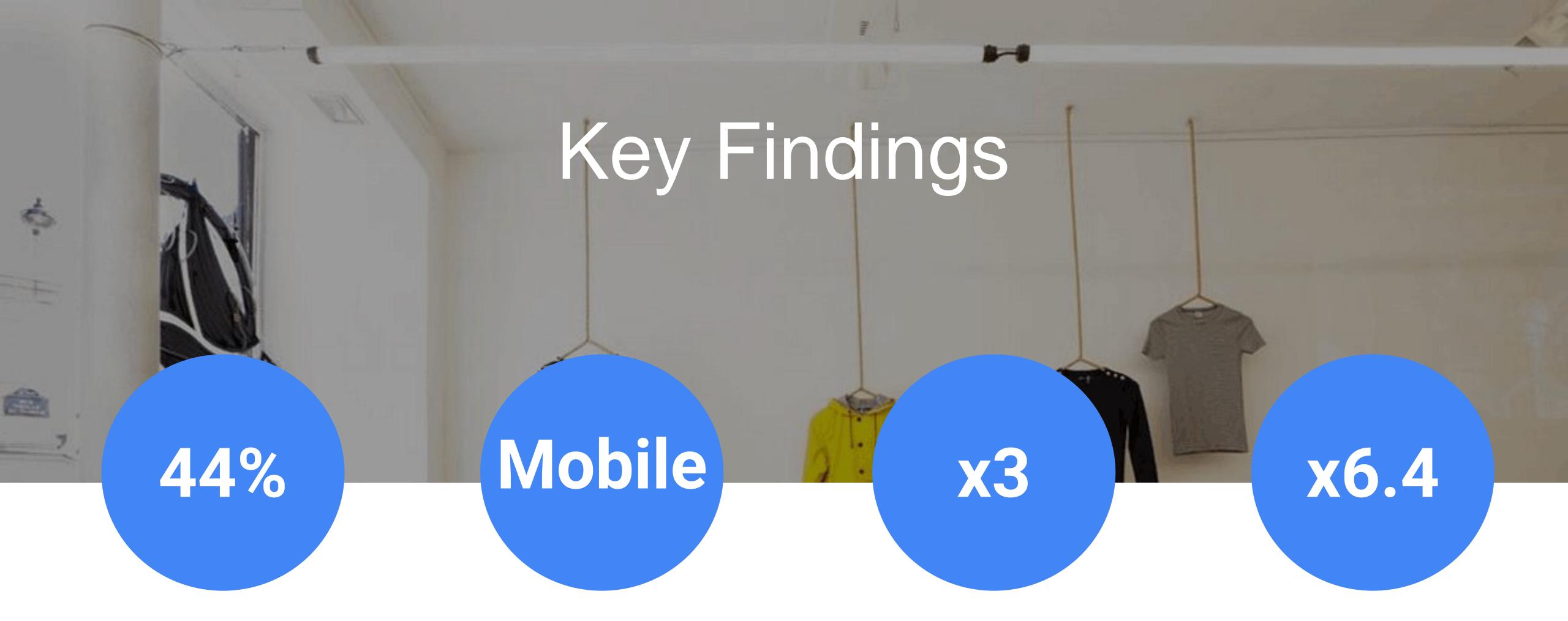
#### **Context**

153 stores in France36 days of store data loaded in Google Analytics

From 10/26/2015 to 12/1/2015

## In-store buyers with loyalty cards

A high % of transactions' volumes are made through the loyalty card program



of in-store buyers visited the site before making a purchase

Is where the O2S effect is maximized

O2S<sup>1</sup> effect when average basket value is high

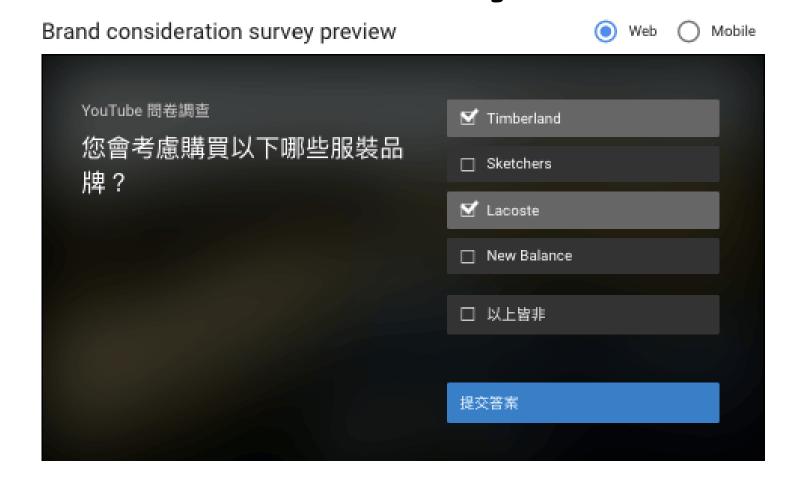
AdWords ROAS when instore sales are considered

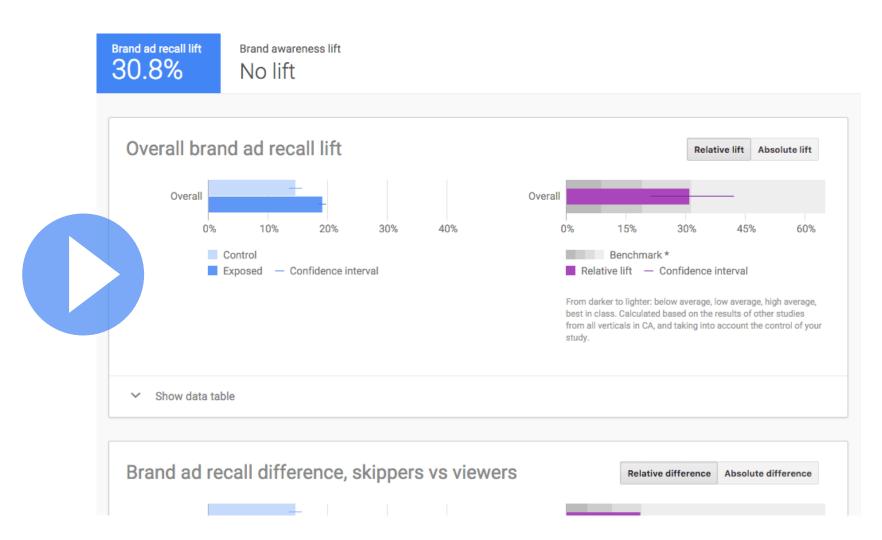


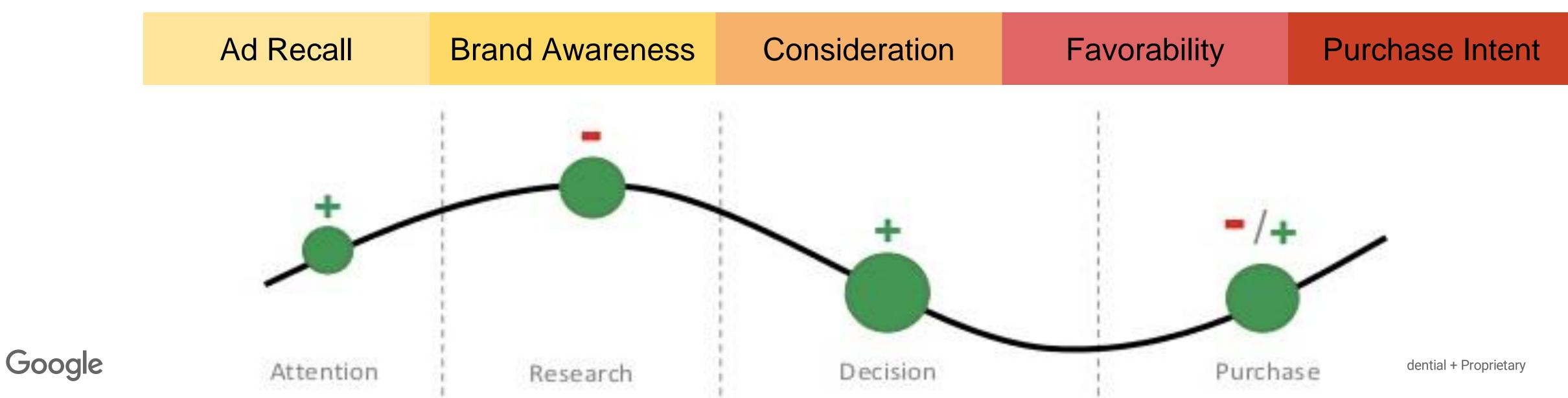
#### Offline Retail - 020 Proxy - for the entire consumer Journey

## Brand Lift Survey









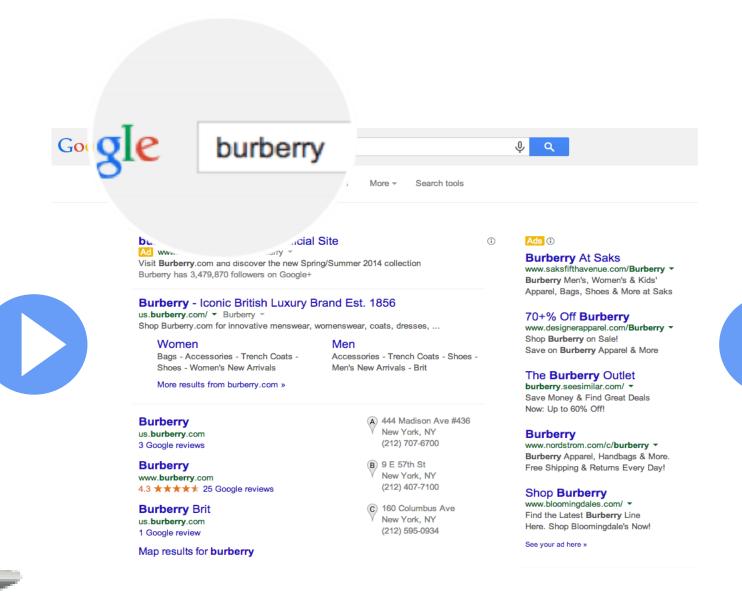
#### Offline Retail - 020 Proxy - for the entire consumer Journey

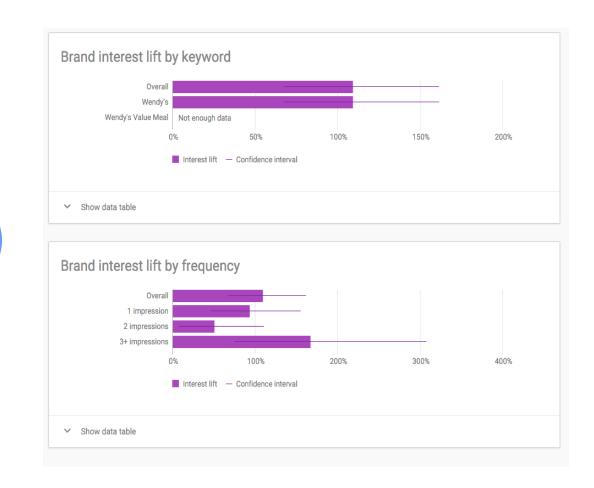
Brand Lift Interest

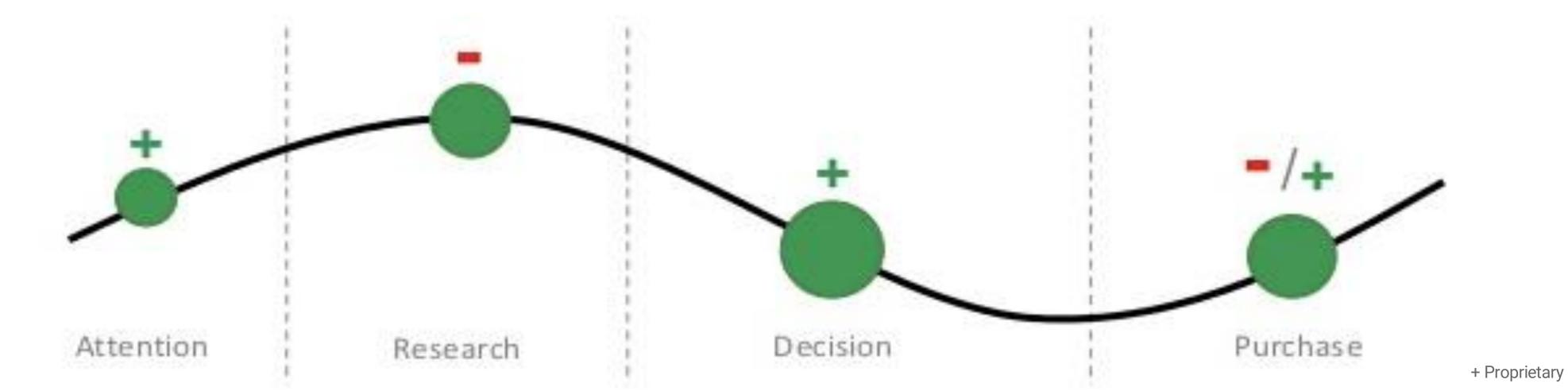


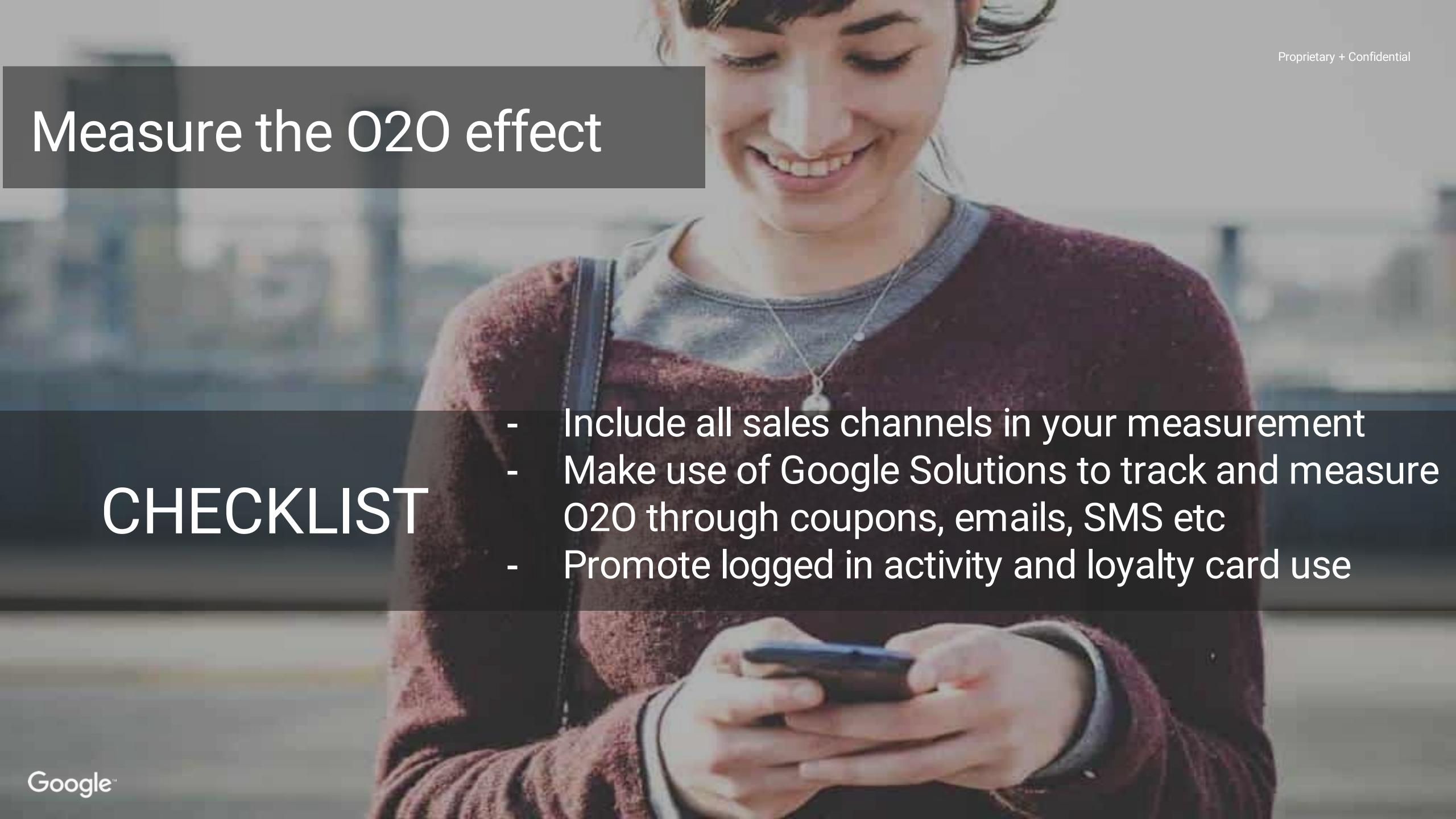
Google













Start Measuring The 020 Effect



Help Consumers Find You



What's Next?





Innovative ways to measure offline impact



New technologies to improve your in-store experience

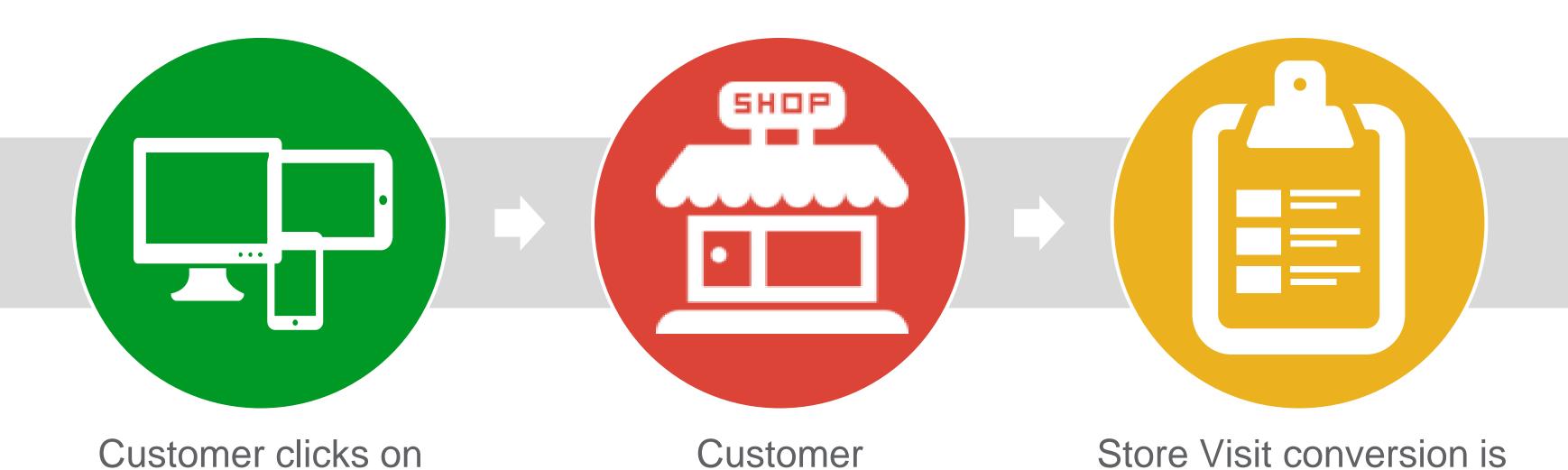
## Measure offline Impact

#### Store Visits - Australia and Japan

Search ad on

computer, tablet or

mobile device



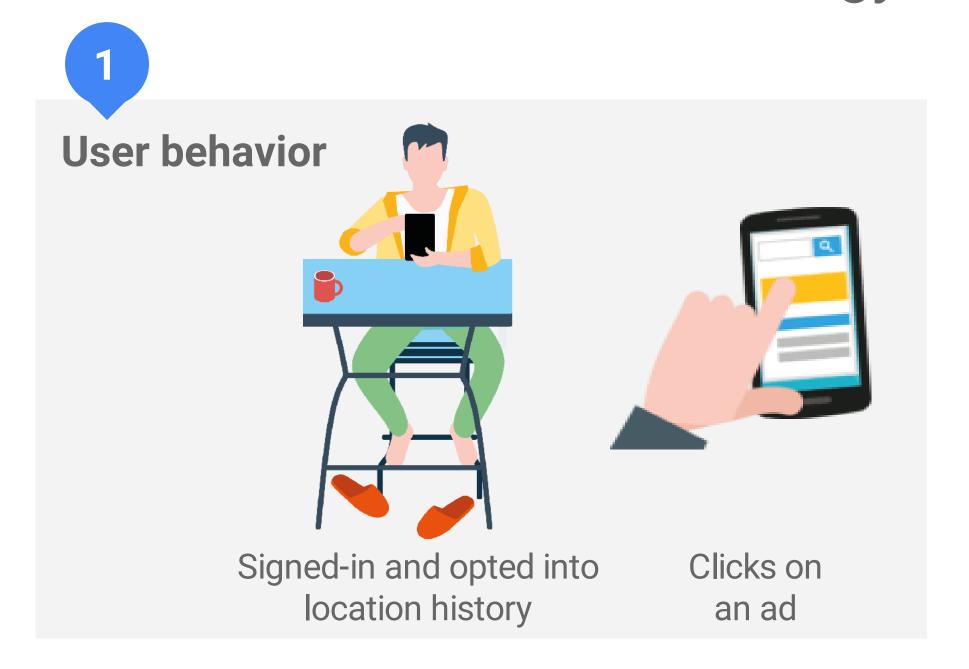
visits store

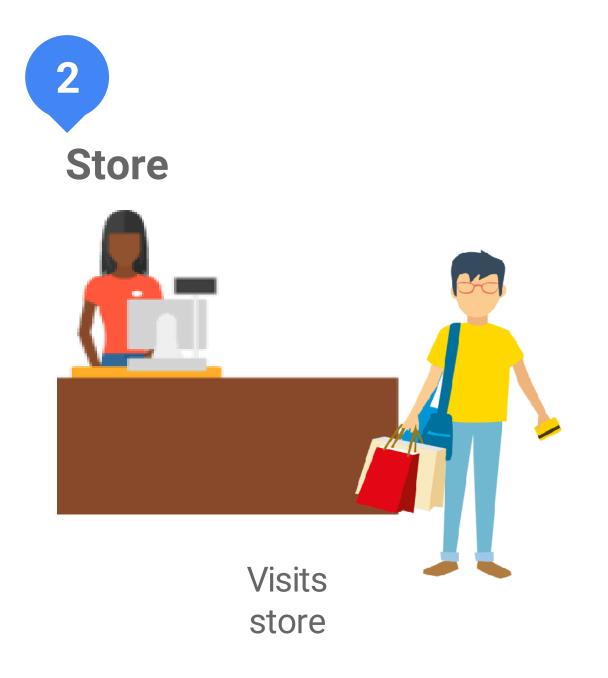
reported in AdWords



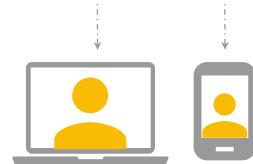
## Measure offline Impact

#### Store Visits - Methodology













GPS, Wifi triangulation, Location history

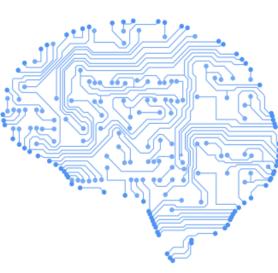


Geometry, Wifi scanning (200M+ locations)



#### **Ongoing data validation** (surveys) with 5M+ user panel





**Extrapolated** to the population aggregated and anonymized



# Nespresso Hong Kong uses Store Sales Direct to link O2O and achieve a higher Return on Ad Spend and lower Cost Per Acquisition in a competitive landscape

35%

**Lower CPAs** 

When online-to-offline transactions were included

60%

Lower CPAs

for generic campaigns reaching undecided customers

53%
Higher ROAS
When online-to-offline
transactions were included

"With excellent results in Google Paid Search, we have taken an extra step to understand our audience behavior with Google. The insights found from this O2O study has influenced our marketing strategy and will enhance our campaign performance without a doubt. The results has definitively proved the synergy between Search and Offline performance."

Camy Wong - E-Commerce Senior Executive

**GOALS** 

- Understand how many customers were influenced online and purchased offline
- Understand which campaigns were the best at driving offline sales and double down on them

#### **METHODOLOGY**

- Upload hashed email-linked transactions into Google Ads
- Store Sales Direct API matches emails from email-linked offline transactions with online Google.com paid search clicks
- Close the loop from online search media to offline sales to understand how the former influences the latter

#### **RESULTS**

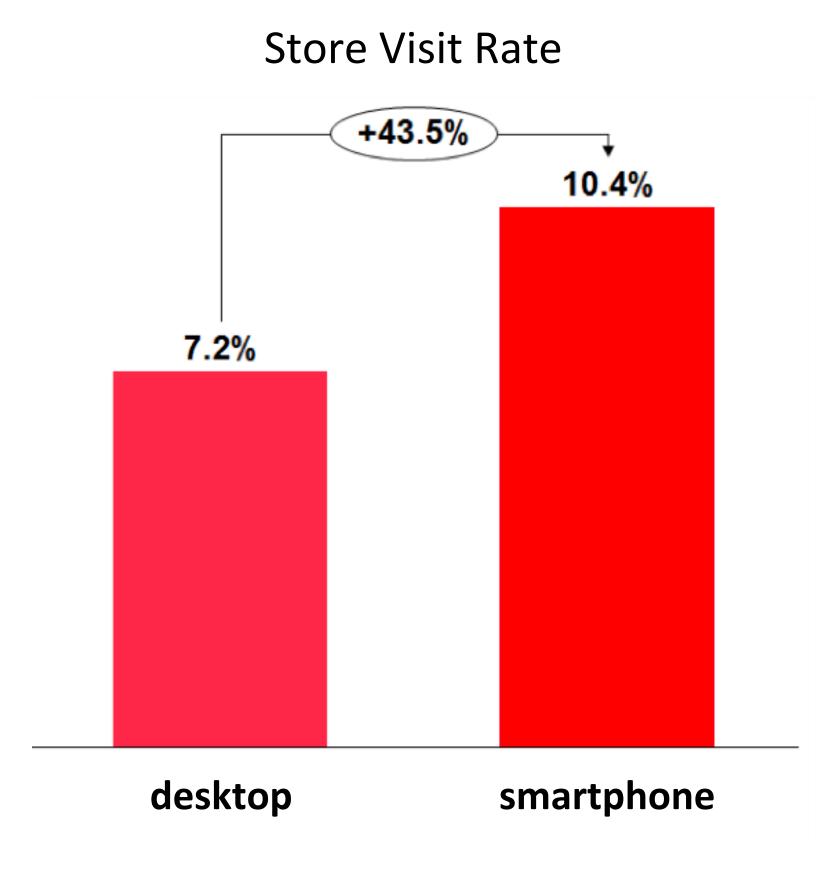
- 35% lower cost per acquisition vs. past search initiatives
- 60% lower cost per acquisition for search initiatives that particularly reached out to undecided customers
- 53% improved return on ad spend on overall search initiatives

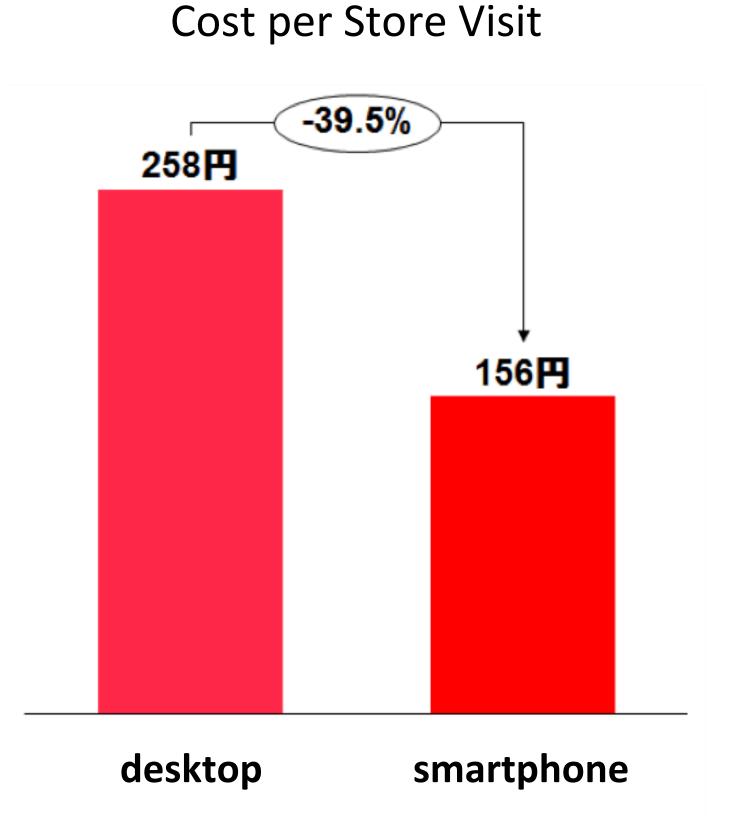
Camy Wong | Nespresso, E-comm Senior Exec Ronnie Lee | Google, Analytical Lead Andrea Lee | Google, Industry Manager



#### Measure offline Impact

#### Store Visits - Case Study in Japan









Going forward, in-store conversion data will be critical for us to maximize the value of our omnichannel strategy by capturing all the micro-moments, regardless of time, location, or device type.

#### Ryoji Harada

Corporate Identity Office Seven & i Holdings Co.



Innovative ways to measure offline impact



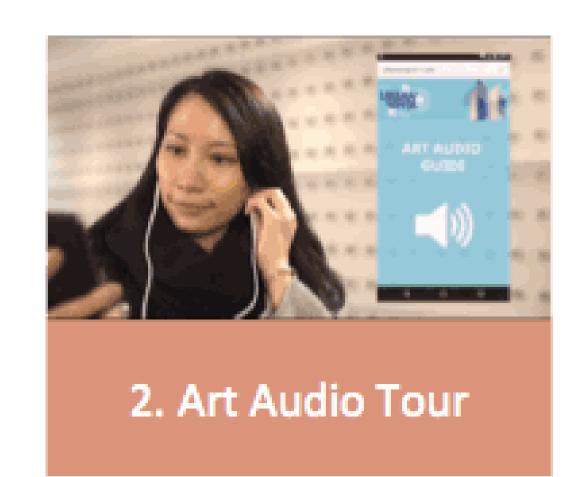
New technologies to improve your in-store experience

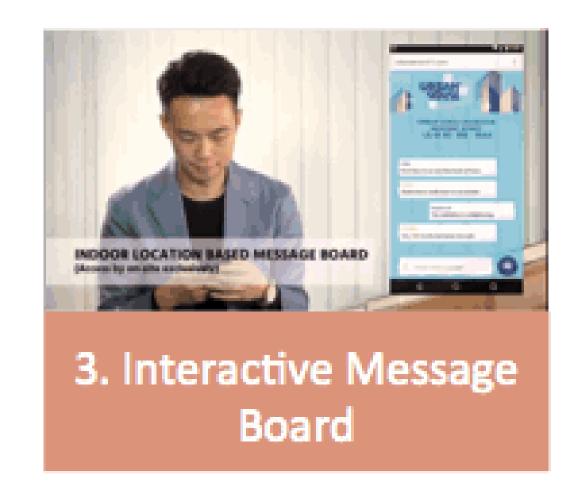
### Improve your in-store experience

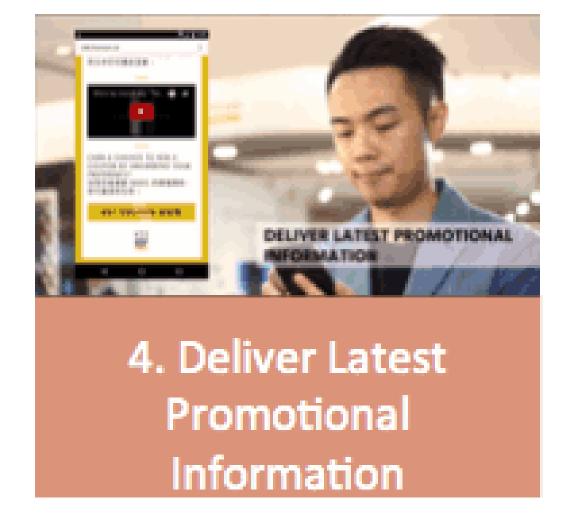
#### K11 Art Mall

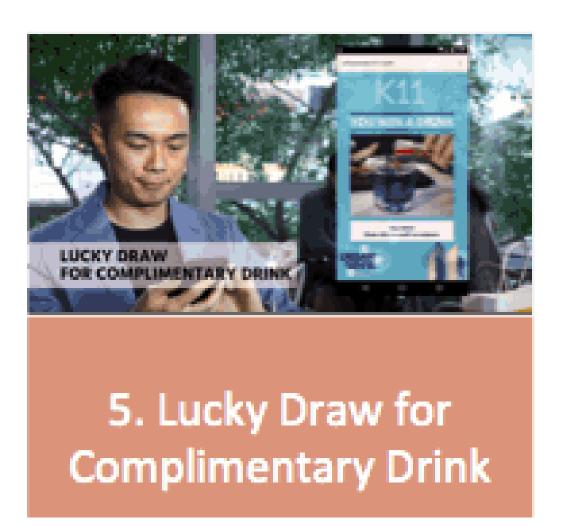
Multi-industry app in Hong Kong: visitors can enjoy audio tours, interact with exhibits, and enter to win free drinks













### Key Takeaways & Next Steps

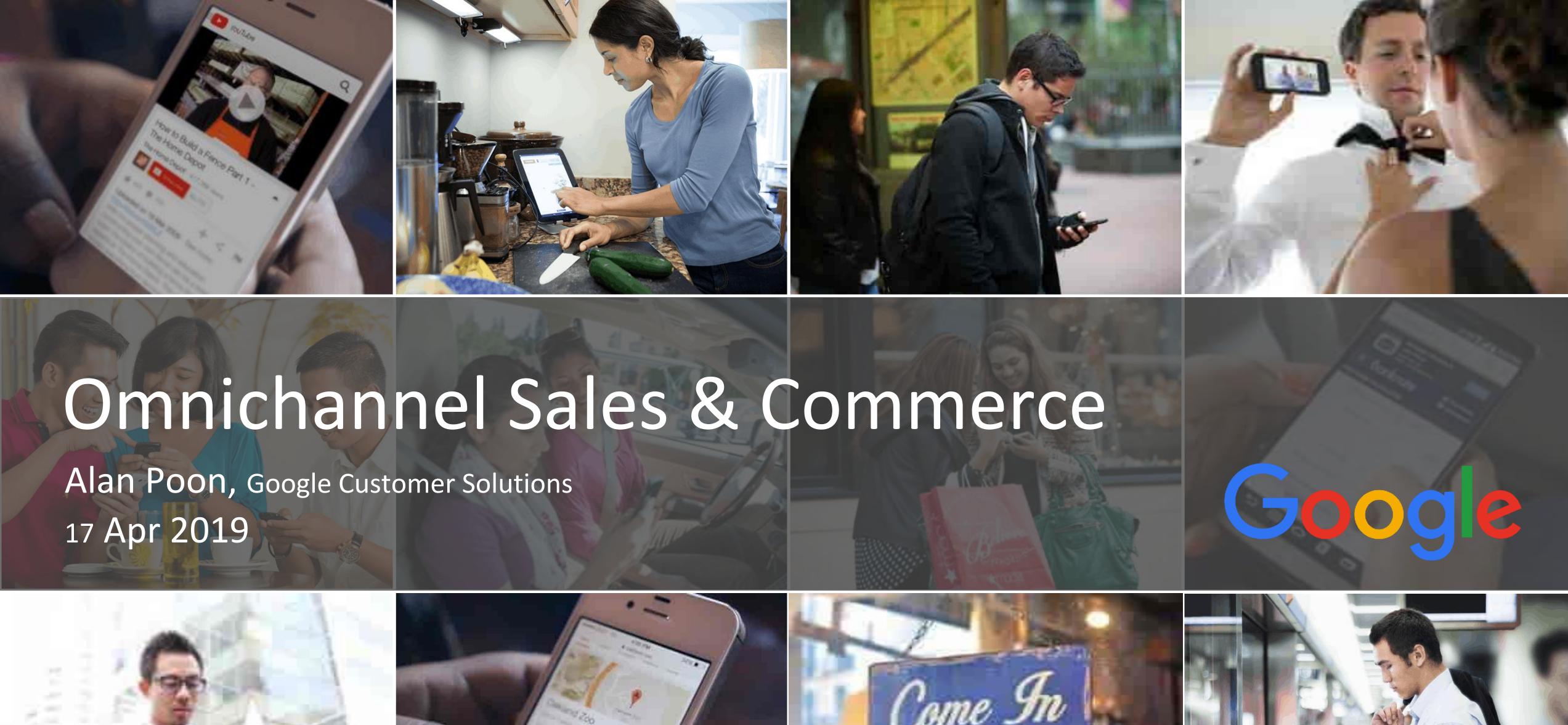


And remember...

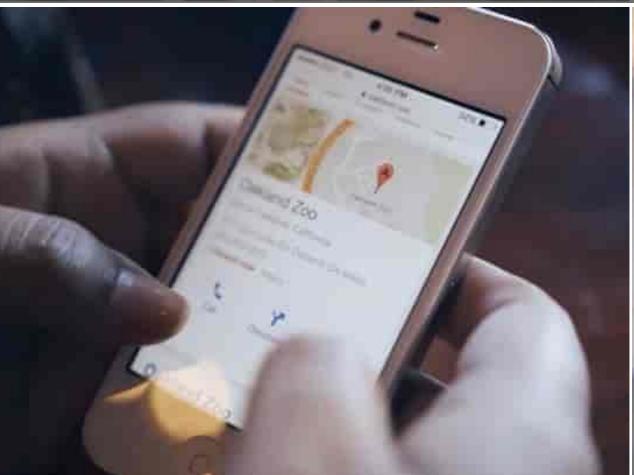
Think Omni

The basics are a no-brainer

It doesn't have to be perfect

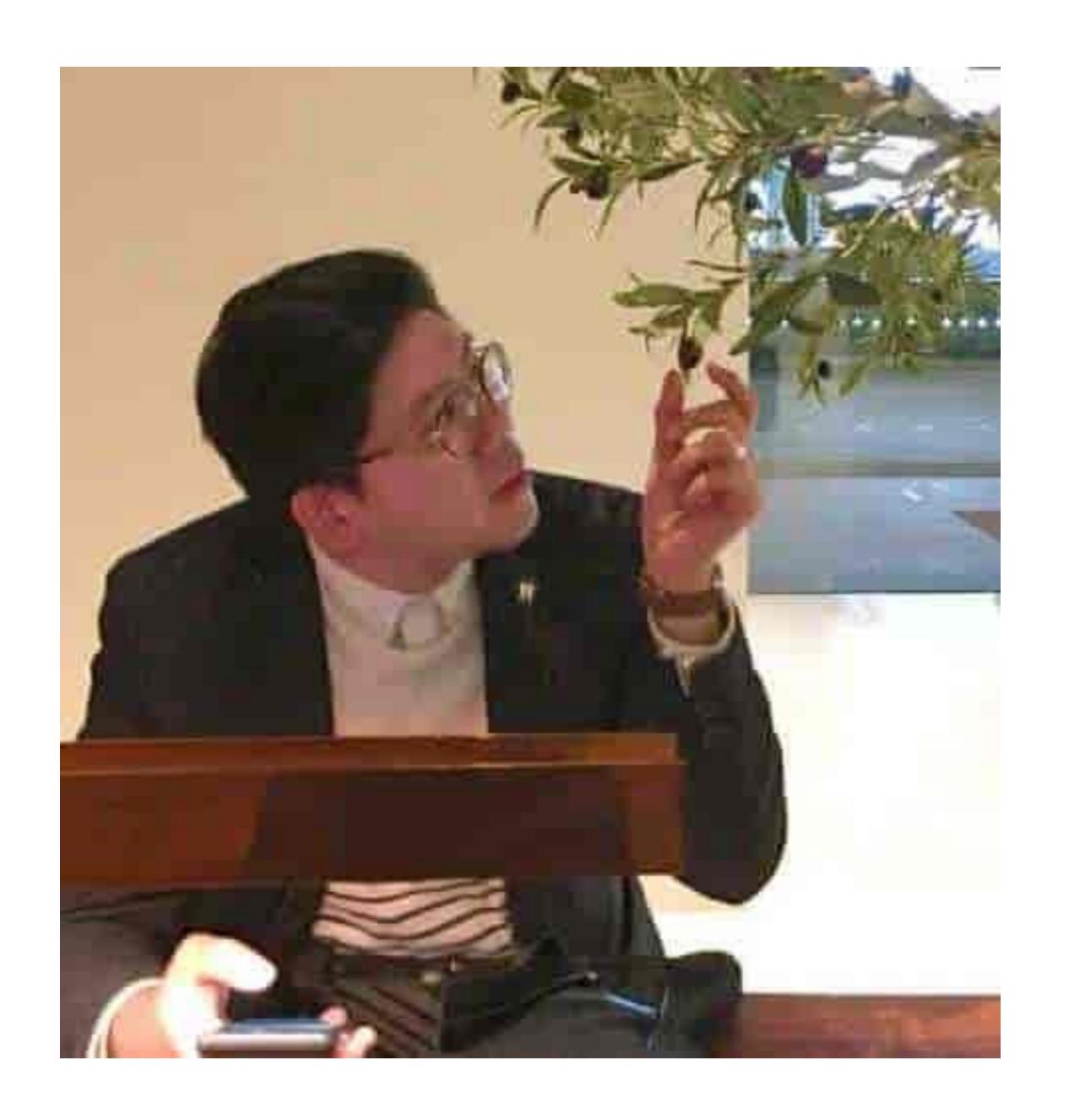












### Key Ng

Digital Marketing Manager, New World Development

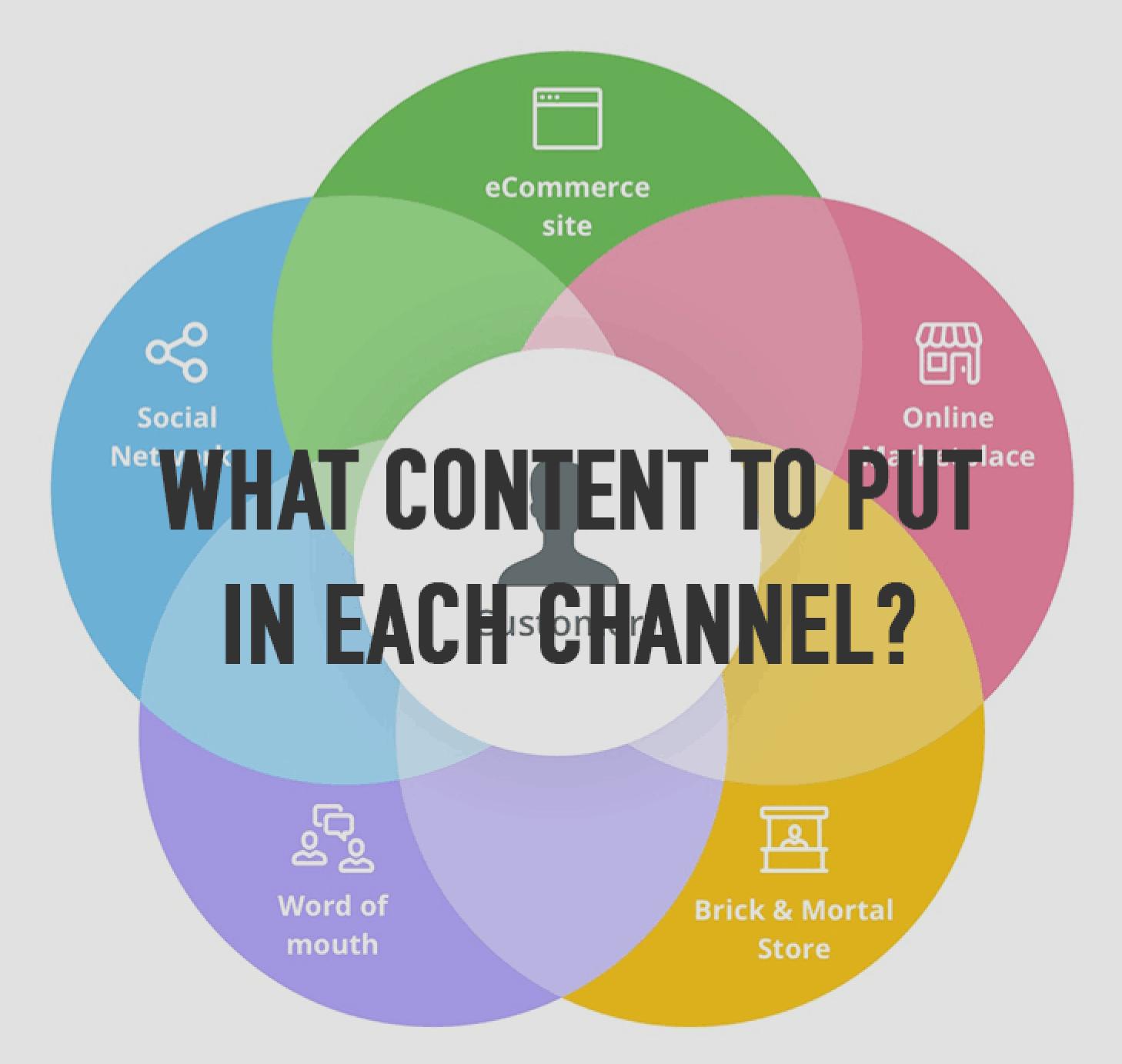


# RETAIL MARKETING IN OMNI-CHANNEL



## KEY NG Digital Marketing Manager





### **OMNI CHANNELS**





# FIRST CAME TO HK IN 2017 (K11)

HERITAGE ORGANIC MILK **SINCE 1898** FRESHLY TASTE IG-ABLE WELL-TRAINED STAFF K11 FEATURE

FRESHLY MADE CREAM CAKE HANDMADE COFFEE INGREDENT FROM KOREA KOREAN ICE-CREAM HAND CRAFTED FIRST COME TO HONG KONG

HERITAGE ORGANIC MILK

SINCE 1898

FRESHY TASTE

G-ABLE

WELL-TRAINED STAFF
(1000 HRS)
K11 FEATURE

FRESHY MADE CREAM CAKE
\$48

HANDMADE COFFEE

INGREDENT FROM KOREA

KOREAN ICE-CREAM

HAND CRAFTED

FIRST COME TO HONG KONG







# CREATE CURIOSITY ICE CREAM WITH AN UNUSUAL SHAPE



## HERITAGE STYLE

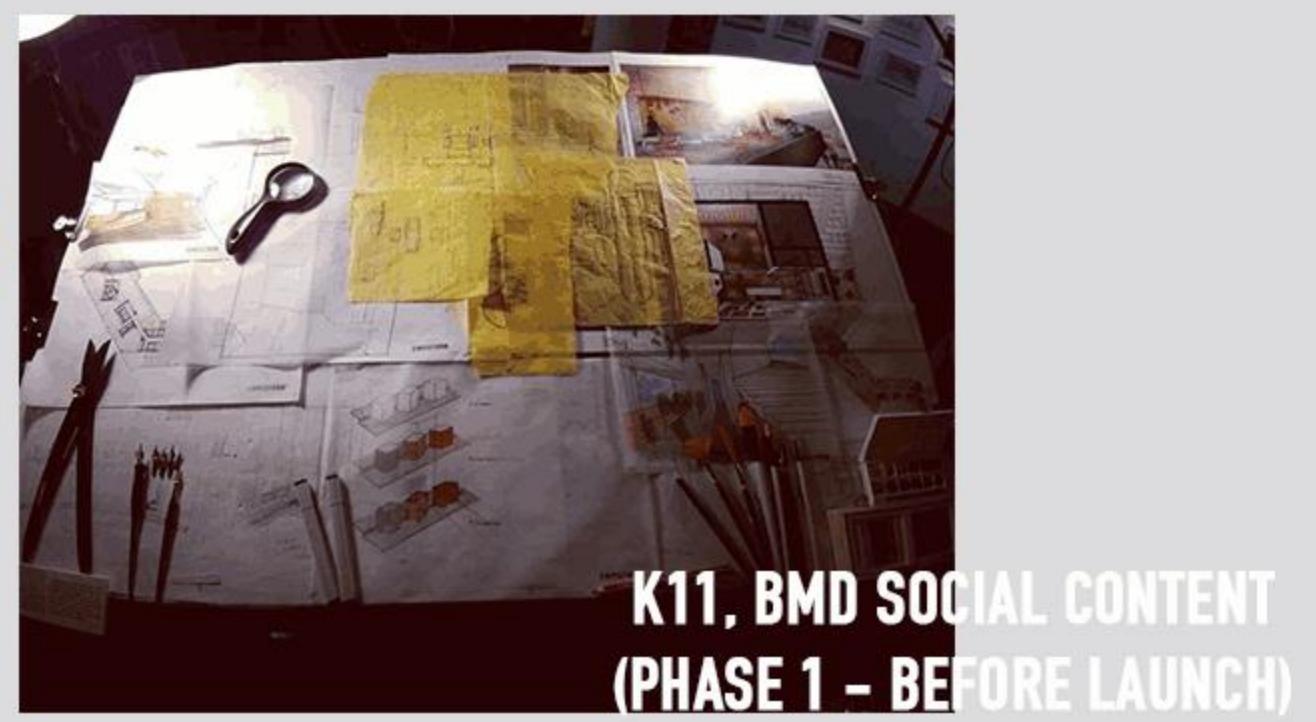
WITH BRAND STORY TO MAKE IT WORTH













K11 IN-MALL ACTIVATION (PHASE 2 - LAUNCH)



#### 中環在線:K11百味堂開張 過千人排隊買雪糕 - 李華華

#### 必試牛奶雪糕! 韓國百味堂K11開限定店























BAEKMIDANG



2017年07月02日 (07:32 下午)



#### 韓國新鮮牛奶雪糕







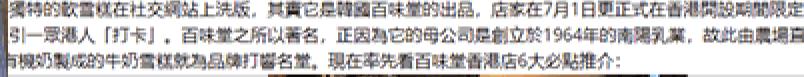






▲ 職 0



















FIRST WEEKEND AFTER LAUNCH





**5 DAYS AFTER LAUNCHED** 



### RESULTS

1000+ UGC CONTENT
12,000+ ICE CREAM SOLD
20,000+ FOOTFALL
25+ MEDIA COVERAGE
100+ NEW MEMBER

## THANK YOU



## ATung Lee

Group IT General Manager, Asiaray Media Group







inspiration everywhere

# nspiration Everywhere

### THE EXPERT OF OOH SPACE MANAGEMENT



With over 25 years of expertise and reputation, we have established an extensive network in nearly 40 Major Cities throughout the Greater China Region



### 30 Airports

and Sanya Phoenix International Airport Terminal 2
with exclusive concession rights to mainstream media resources



### 19 Metro Lines

with exclusive concession rights to mainstream media resources

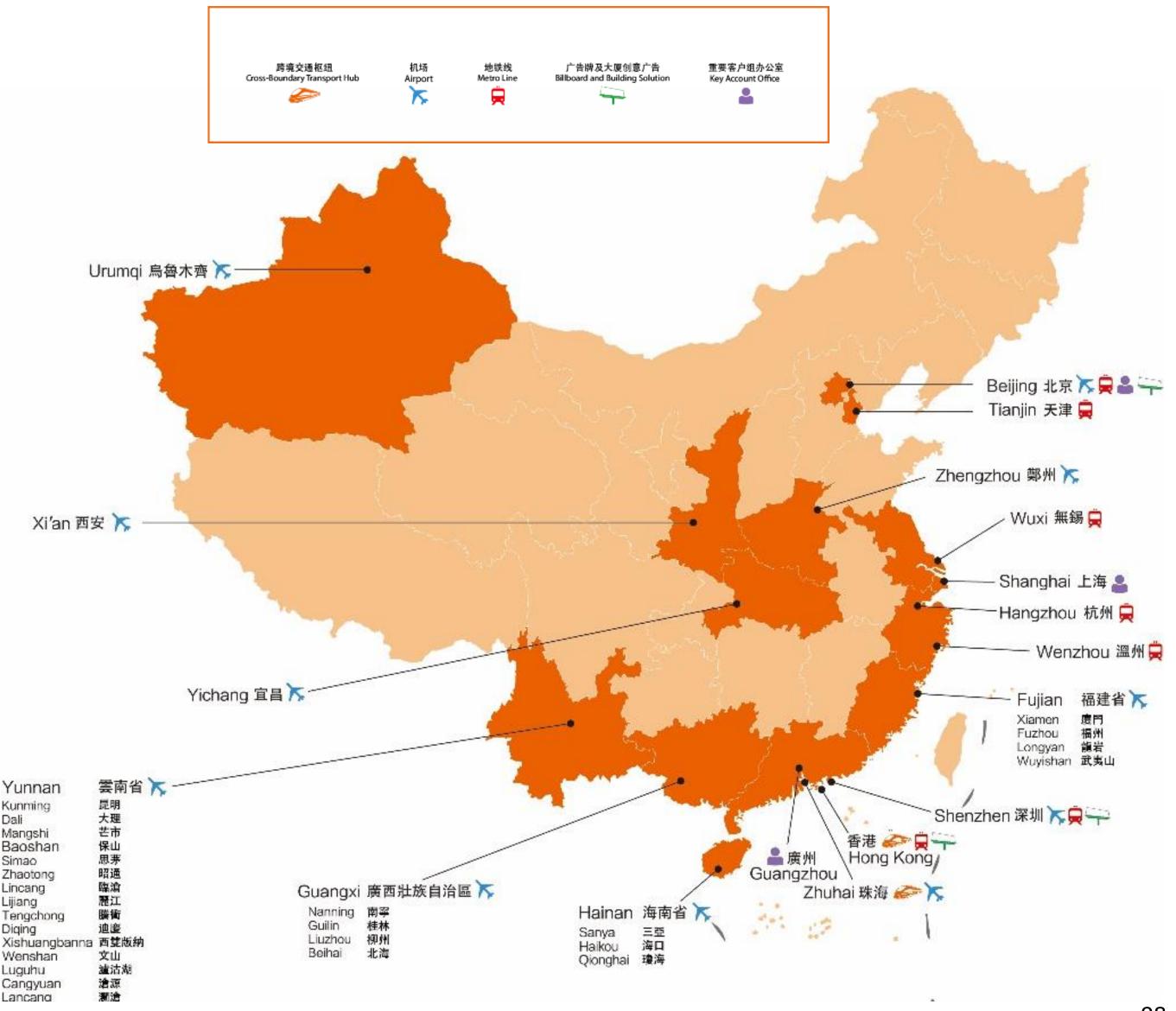


### 2 Transportation Hubs

Hong Kong –Zhuhai – Macao Bridge, Artificial Island Guangzhou-Shenzhen-Hong Kong High Speed Rail (Hong Kong Section) with exclusive concession rights to mainstream media resources



in Greater China



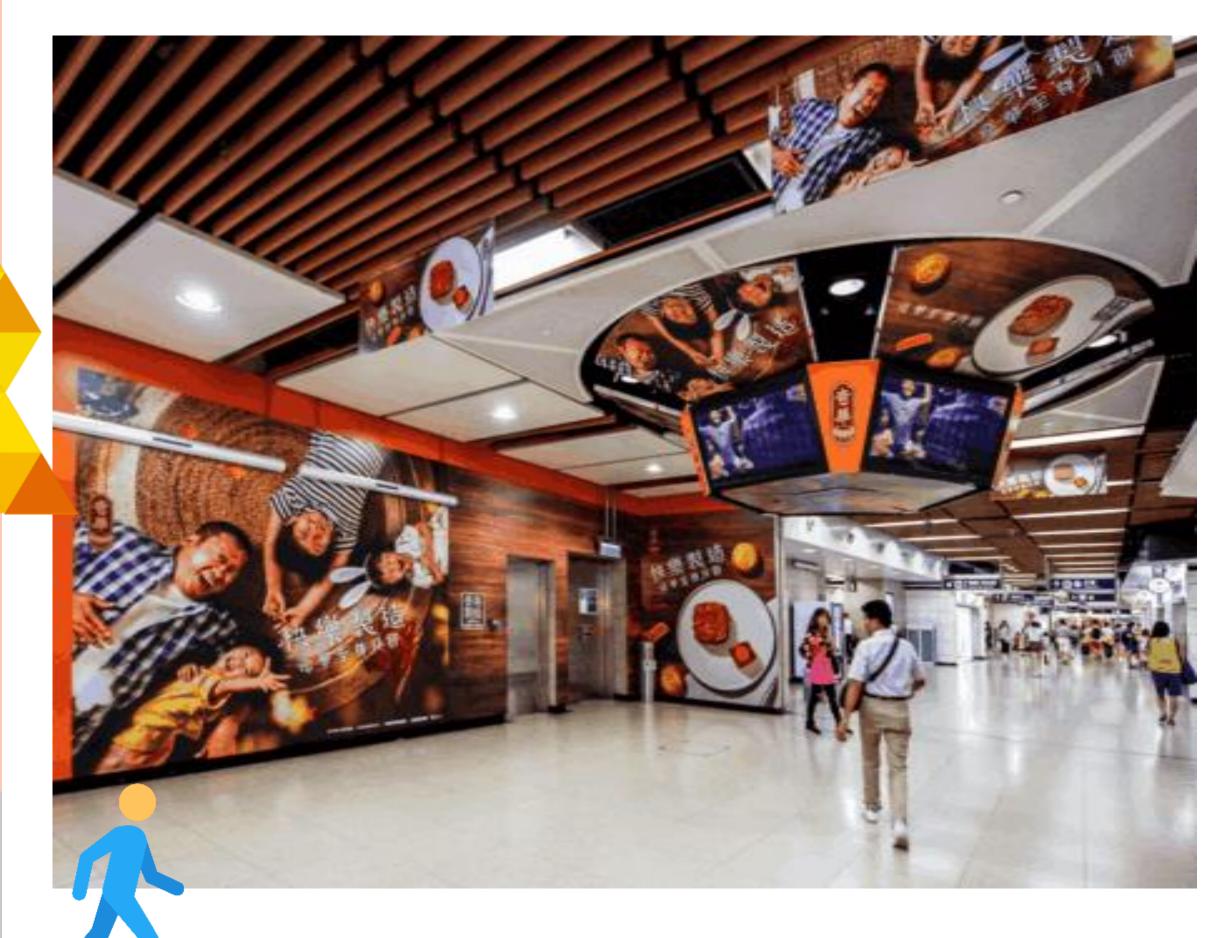
### Conventional business process

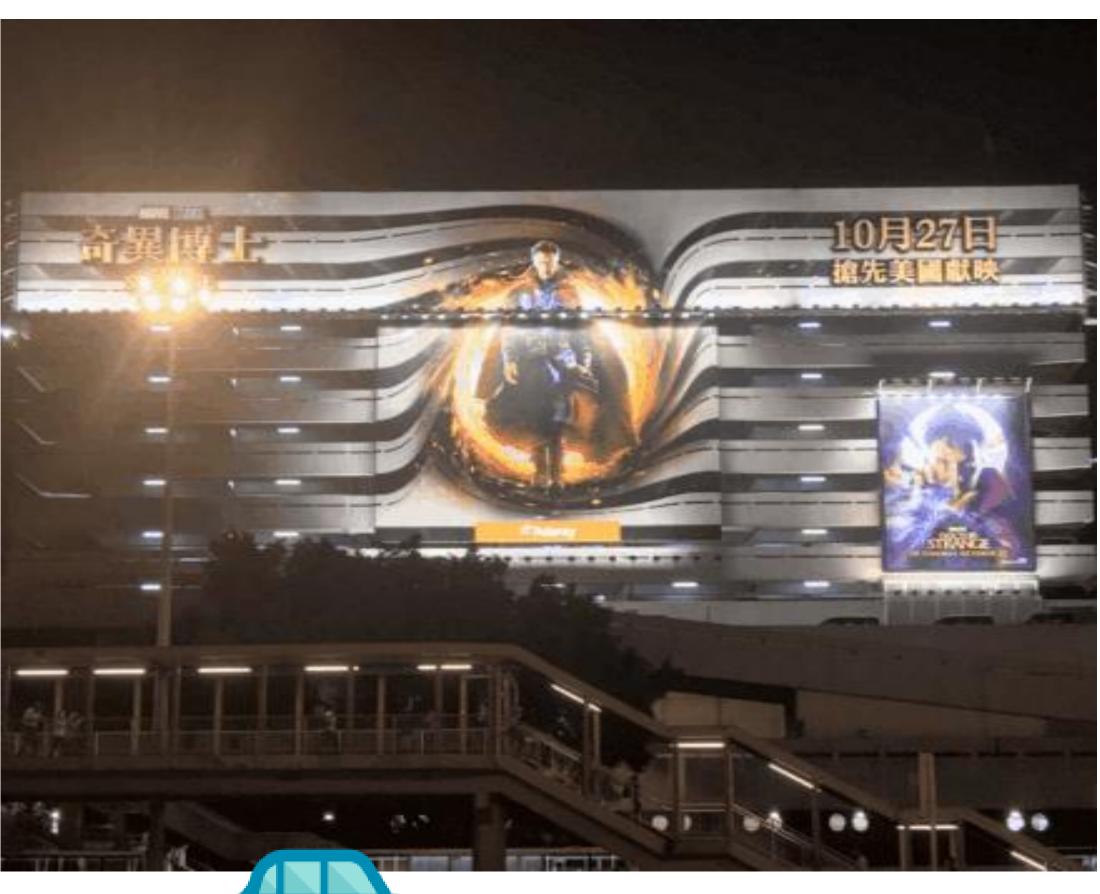




### **Profile**

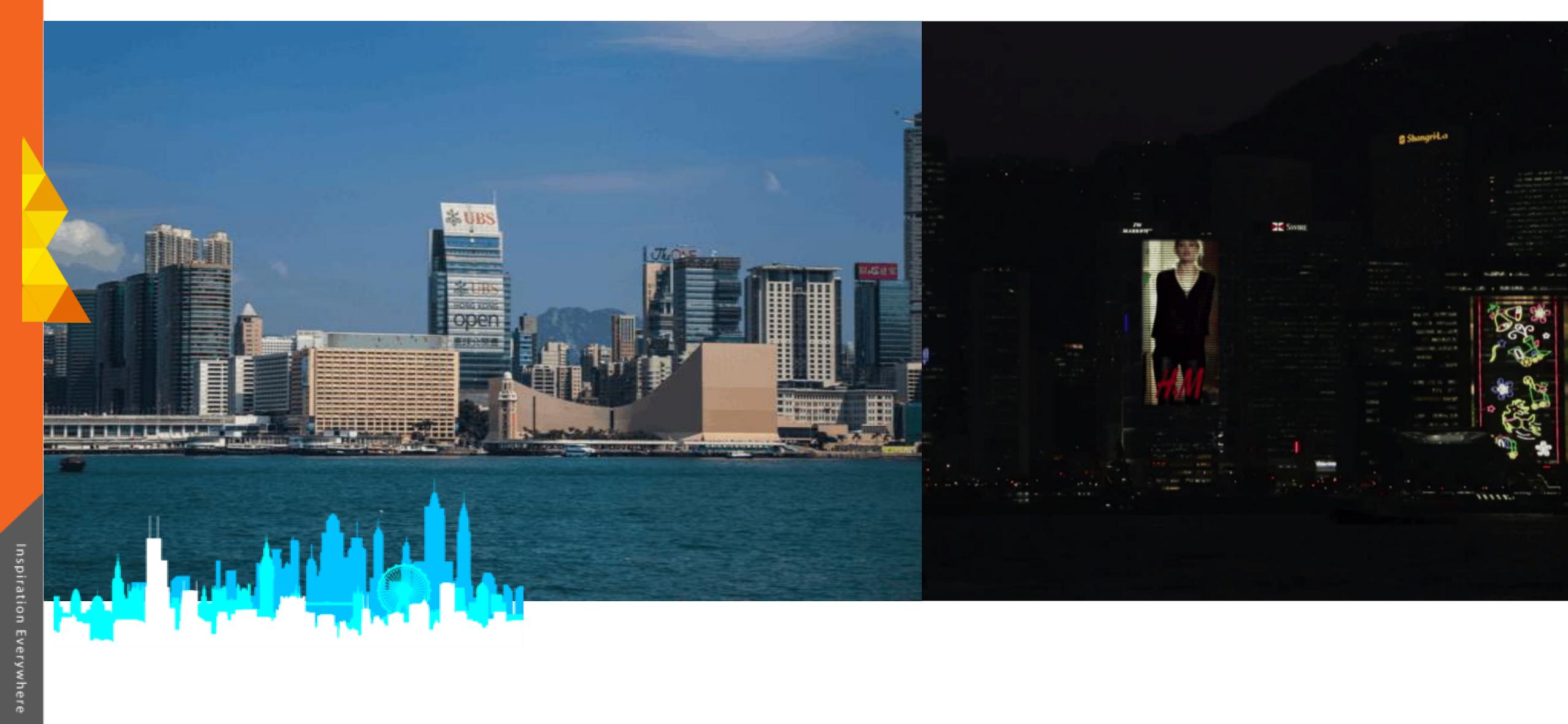






### Profile





### Advertisers' concerns





Profile?
Gender
Disposable income
Qualification
Hobbies
Interest
Family status
Consumption behaviour
Social status

As precise as mobile ads placement?

### Media Owners/ Landlords' concerns





Media inventory control?

Deliverables?

Limited offerings?







Where are the advertisers?

How to manage?

Sales method?

Technology adaptation?

Where to place advertisements?

Pricing strategy?

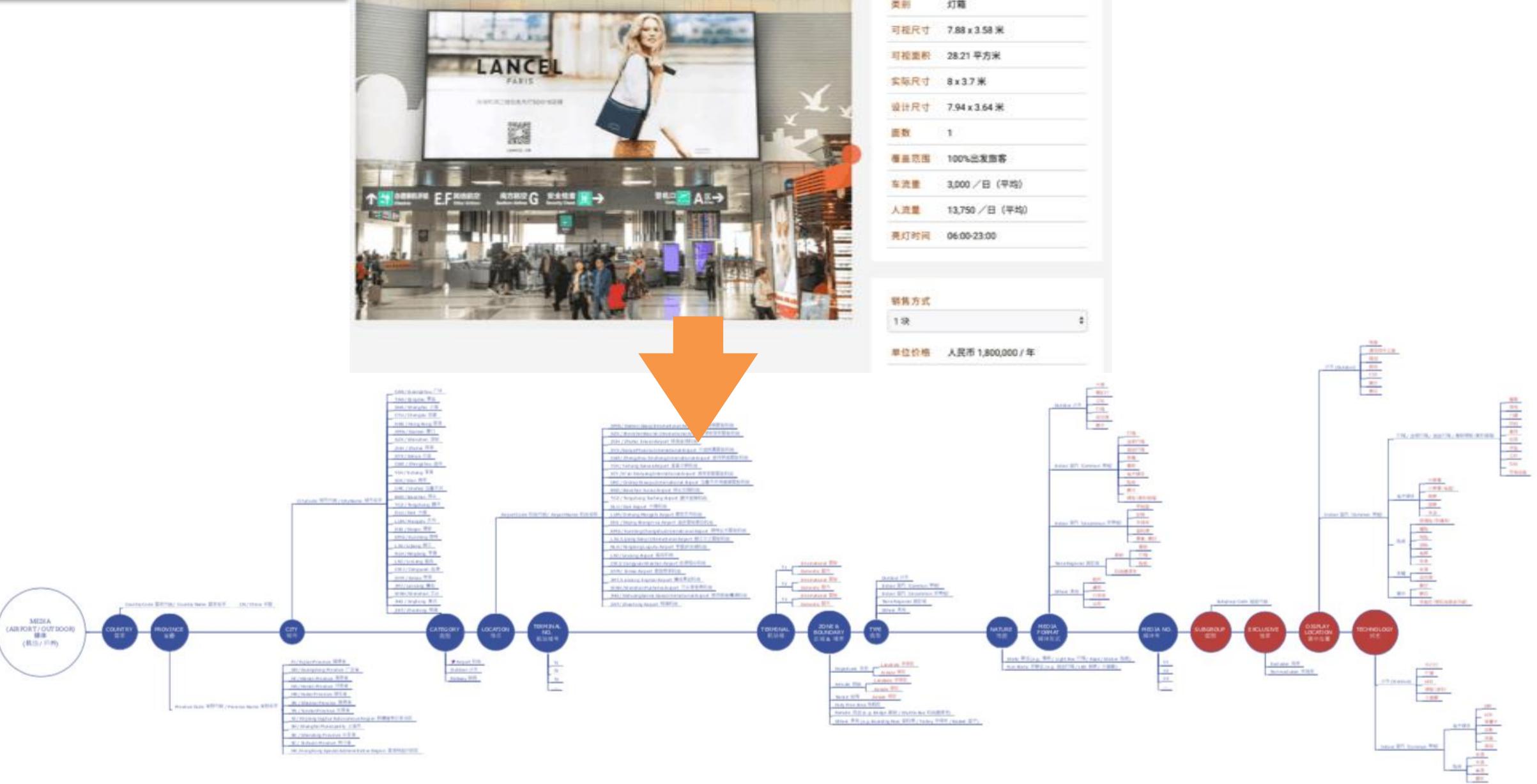




PROCESS -

### Data Expansion

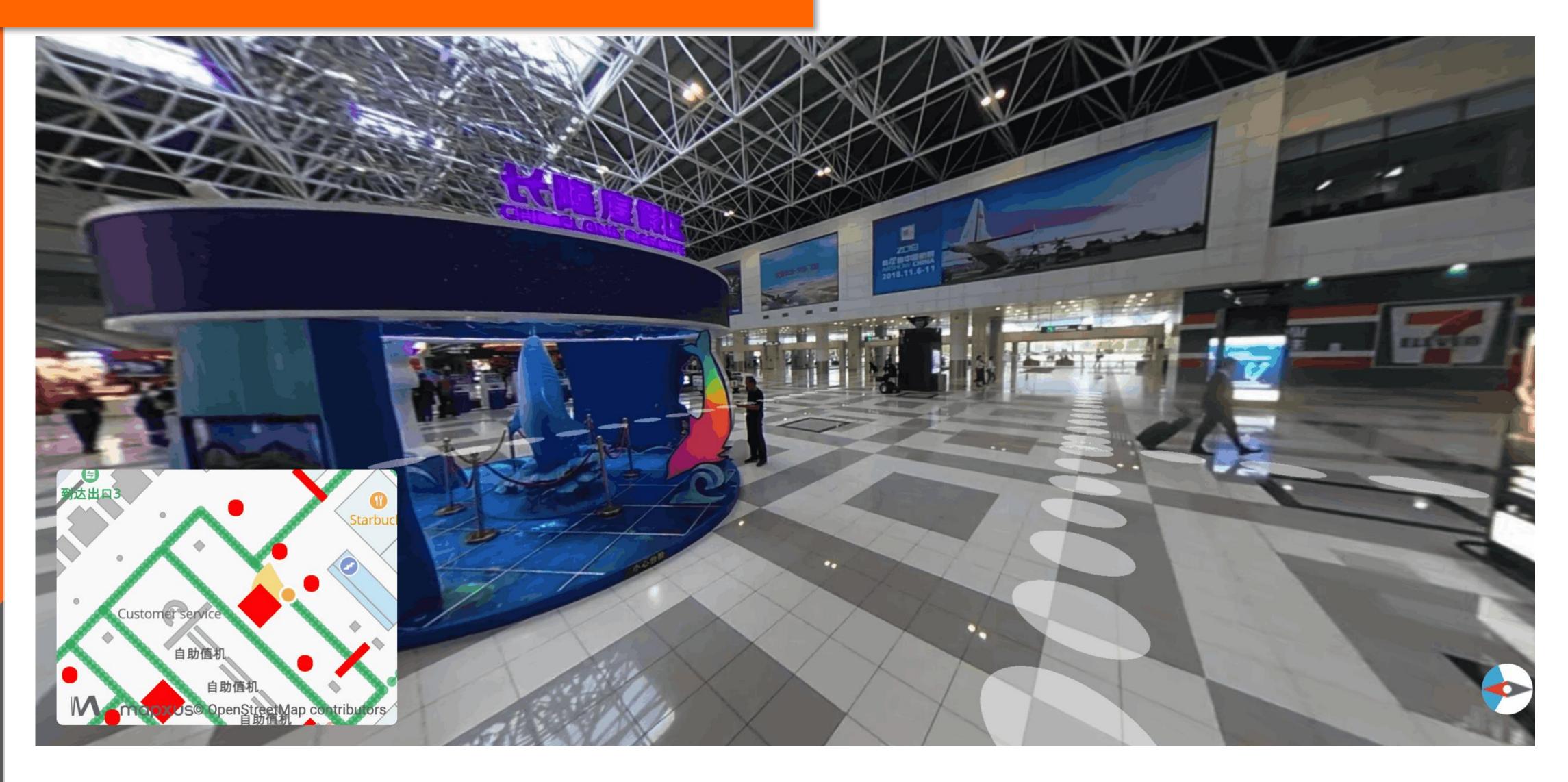




# Inspiration Everywhere

### Environment understanding made easy



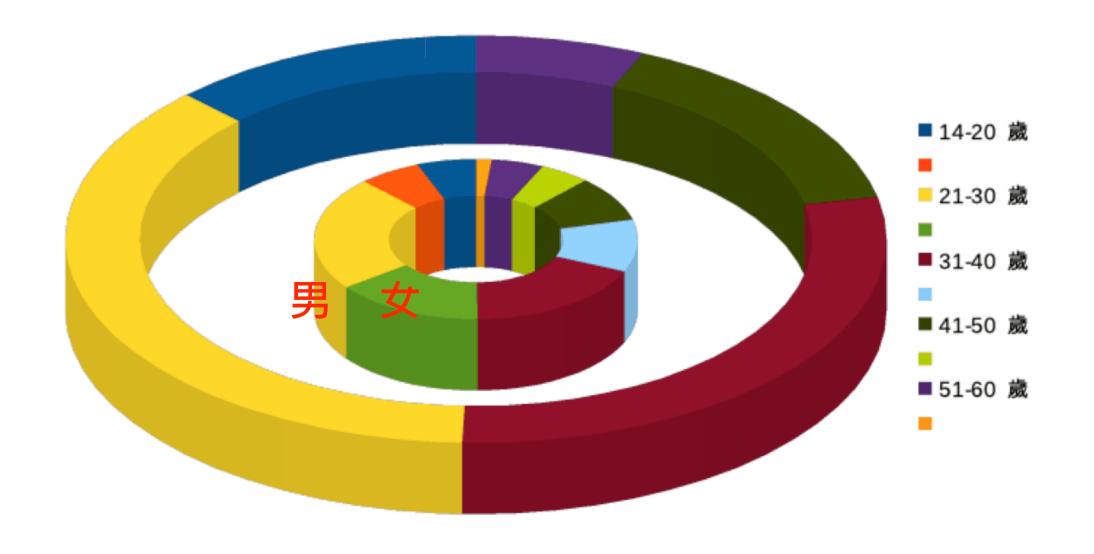


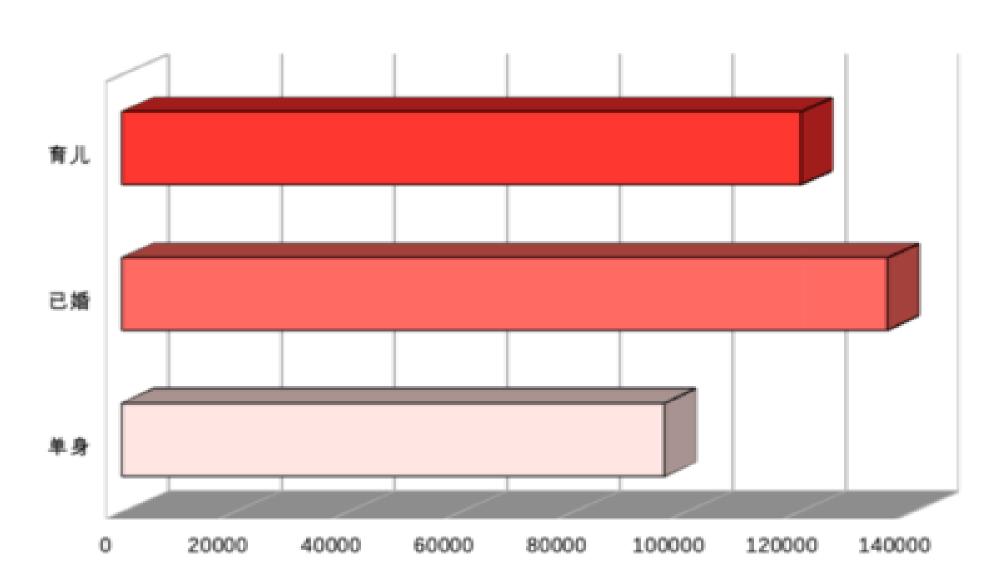
https://360.asiaray.com/zh\_CN/media/1abf6d98-

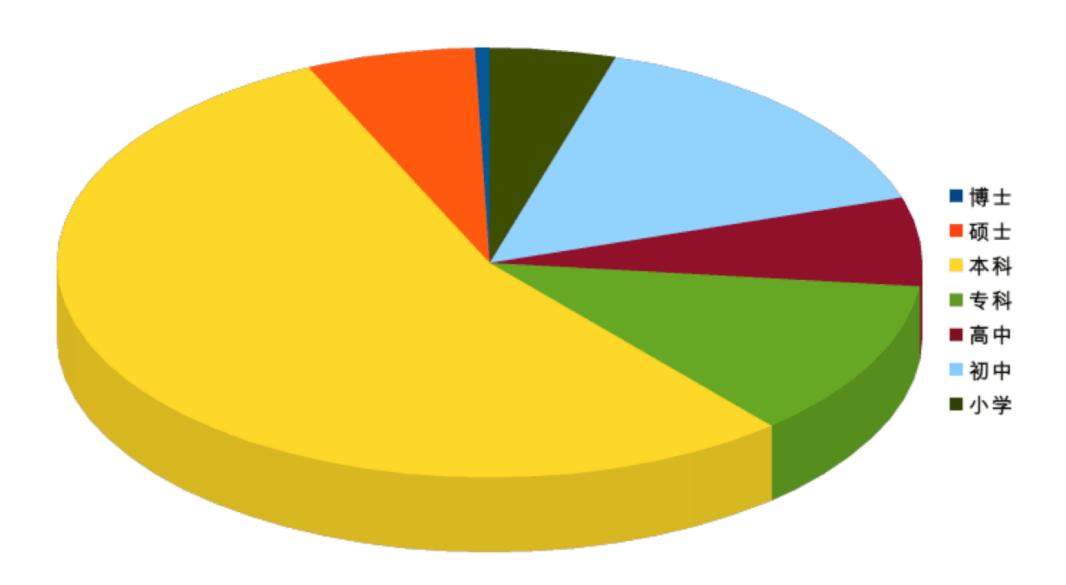
7.00 4.6 0 001 C 007.6 6.770 0 1 0 1

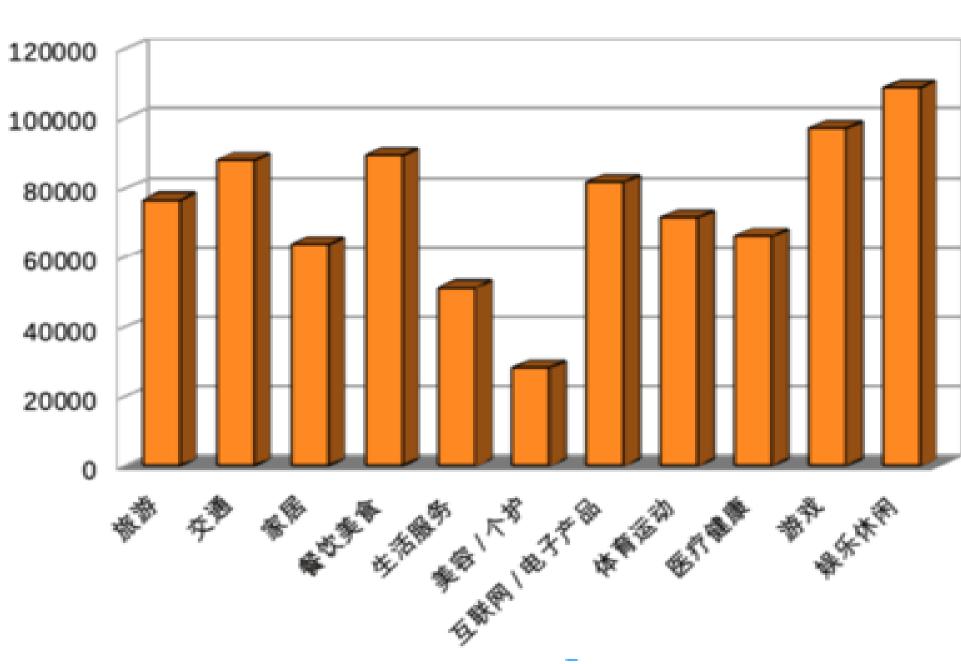
### Zhuhai Airport Profile

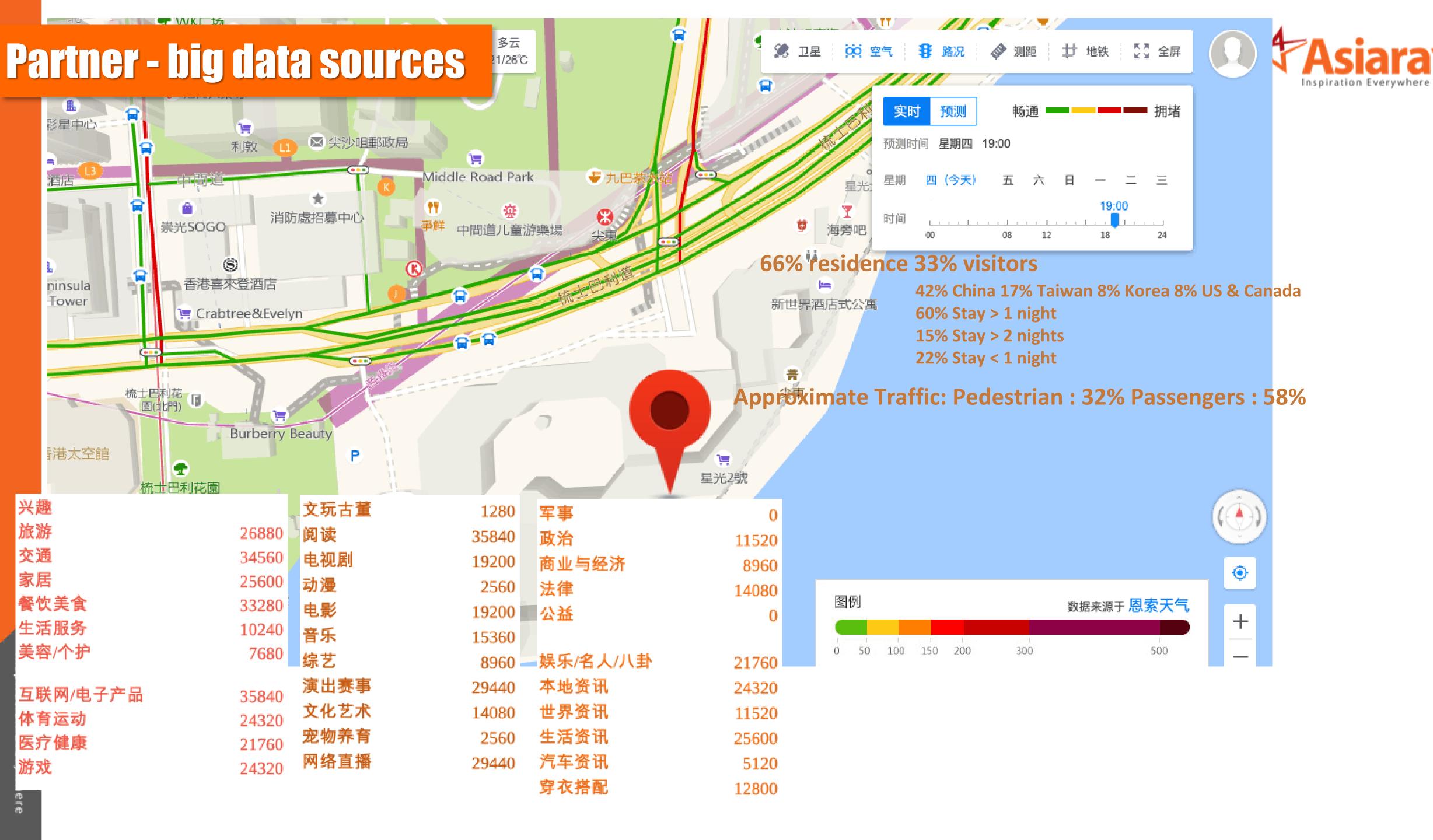




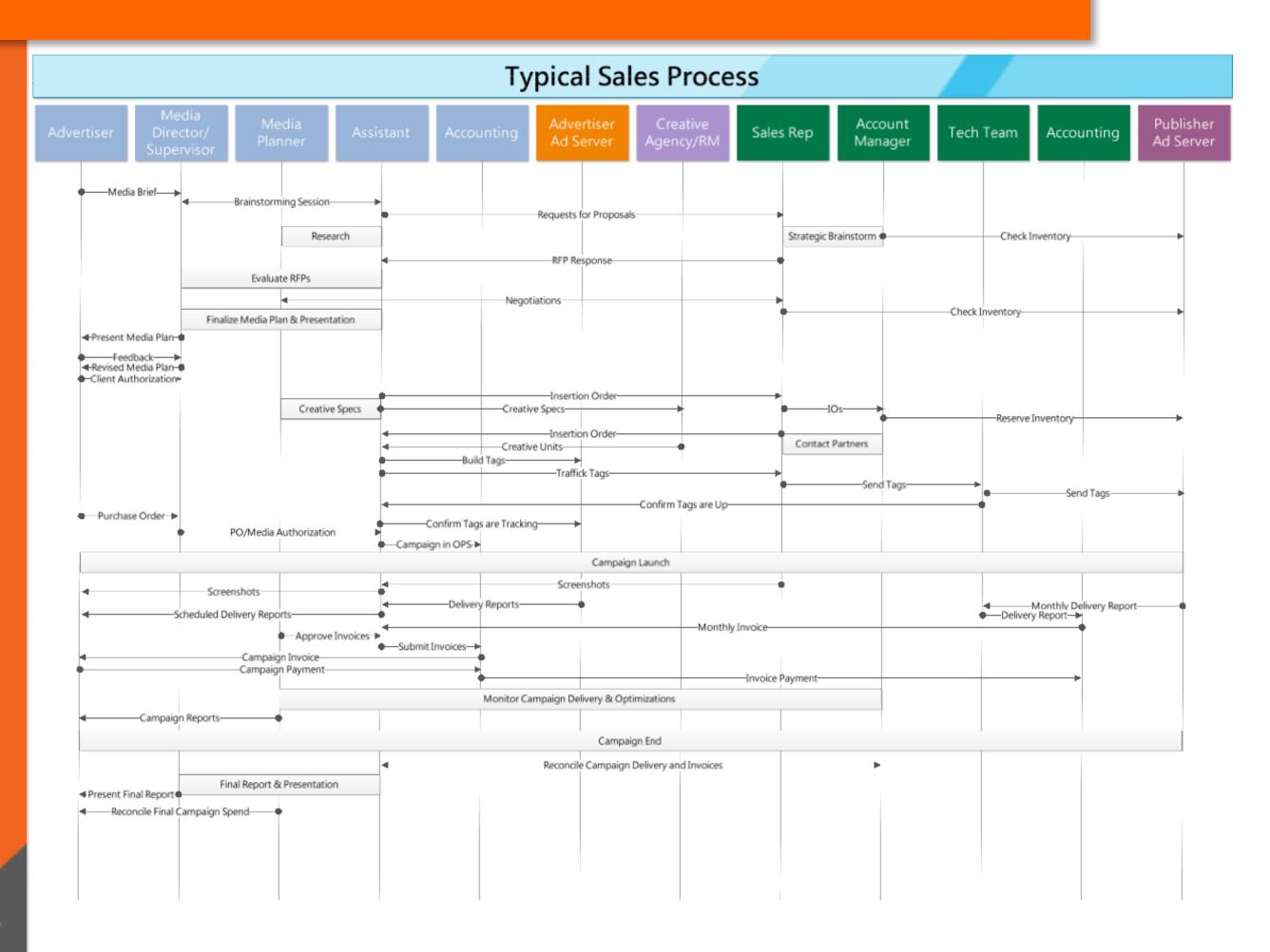




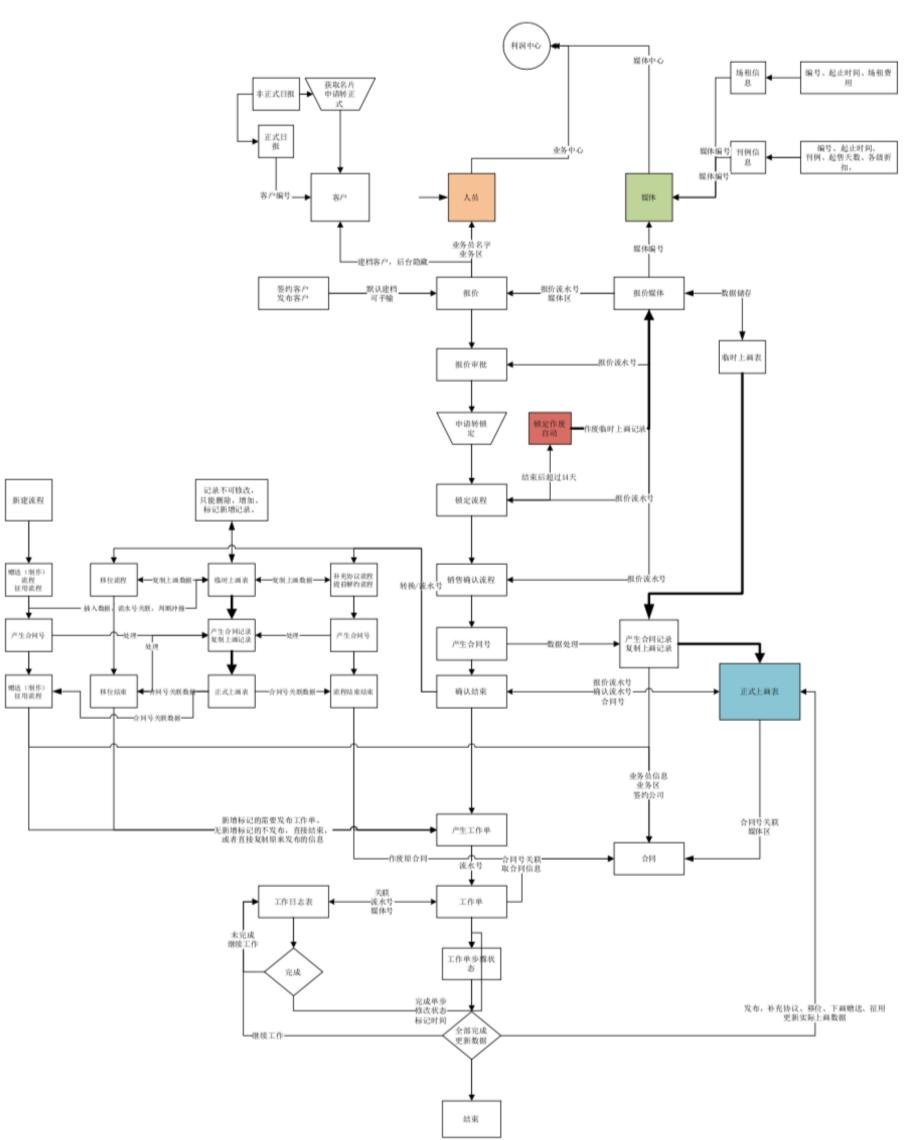




#### Define the process - information flow







#### Media availability



西 鐵	W朗 屏	TS48	TS48	P1
西 鐵	₩朗 屏	TS49	TS49	P1
西 鐵	W朗 屏	TS50	TS50	P1
西 鐵	W朗 屏	TS51	TS51	P1
西 鐵	W朗 屏	TS52	TS52	P1



Crown\_Med...ummary.xls

Crown\_Media\_Summary.xls

Microsoft Excel 文件 - 31.5 MB

標記 加入標籤…

製作日期 2019年2月27日 上午11:04 修改日期 2019年2月27日 上午11:04 上次開啟日期 2019年3月14日 上午11:39

西鐵	W朗 屏	TS83	T583	P2
西鐵	W朗 屏	TS84	TS84	P2
西鐵	W朗 屏	TS85	TS85	P2
西 鐵	W朗 屏	TS86	TS86	P2
西鐵	W朗 屏	T587	TS87	P2

LOP2f-TS48	С
LOP2f-TS49	С
LOP2f-TS50	С
LOP2f-TS51	С
LOP2f-TS52	С
LOP2f-TS53	С
LOP2f-TS54	С
LOP2f-TS55	С
LOP2f-TS56	С
LOP2f-TS57	С
LOP2f-TS58	С
LOP2f-TS59	С
LOP2f-TS60	В
LOP2f-TS61	В
LOP2f-TS62	С
LOP2f-TS63	С
LOP2f-TS64	С
LOP2f-TS65	С
LOP2f-TS66	С
LOP2f-TS67	С
LOP2f-TS68	В
LOP2f-TS69	В
LOP2f-TS70	В
LOP2f-TS71	С
LOP2f-TS72	С
LOP2f-TS73	С
LOP2f-TS74	С
LOP2f-TS75	С
LOP2f-TS76	С
LOP2f-TS77	С
LOP2f-T578	С
LOP2f-TS79	С
LOP2f-TS80	С
LOP2f-TS81	С
LOP2f-TS82	С
LOP2f-TS83	C
LOP2f-TS84	C
LOP2f-TS85	С
LOP2f-TS86	С
LOP2f-TS87	С

紫花油(紫色) \$紫花油(紫色	#紫花油(紫色底) (17 Jul 15 :	紫花油(紫色底)(1紫	紫花油(紫 \$紫花油	紫1 *#MTR-Monthly Pass Extra (14 Aug	15 MTR-Monthly Pass Extra (17 Jul 15	: MTR-Monthly
				ion *#MTR-港鐵競步賽 (14 Aug 15 to 12		
				元』 Charity-元朗藝術節 (17 Jul 15 to 27 /		,
				文 禁毒鐘(英文左) (17 Jul 15 to 27 Aug 1		
				『文 禁毒鐘(中文右) (17 Jul 15 to 27 Aug 1		
				i Cc *#MTR-Monthly Pass Extra (14 Aug		
				紫1 *桂格 (14 Aug 15 to 10 Sep 15)(9841k		
				题; *#MTR-逢二有九折 (14 Aug 15 to 27		
				7 A \$破風 (7 Aug 15 to 20 Aug 15)(98		
				n({ Nu Pharm(法國後花園) (22 May 15 to		
				i C <sub>i</sub> *康師傳蜂蜜柚子 (14 Aug 15 to 3 Sep		
				Sw. *少年三國志 (14 Aug 15 to 27 Aug 15)		
				7 A \$破風 (7 Aug 15 to 20 Aug 15)(98		
		_		元』 Charity-元朗藝術節 (17 Jul 15 to 27 /		
				足』獅王(休足時間) (10 Jul 15 to 25 F		
				佢( 毒品絨甩佢(男左) (17 Jul 15 to 27 Au		
				佢(毒品級甩佢(女右) (17 Jul 15 to 27 Au		
				ion *#MTR-Monthly Pass Extra (14 Aug		
				足II 獅王(休足時間) (10 Jul 15 to 25 F		
				i C: *#\$MTR-小童免費(New) (14 Aug 15 t		
				(2 TISSOT (24 Jul 15 to 27 Aug 15)(89		
				妙! *桂格 (14 Aug 15 to 10 Sep 15)(9841)		
				ang *#MTR-Monthly Pass Extra (14 Aug 紫1 *康師傅蜂蜜柚子 (14 Aug 15 to 3 Sep		
				ポープ * 課師 博		\$康師傅蜂蜜 #MTR-助養
	- 1 11				#MTR-助養計劃 (M590/15)	
				(2 TISSOT (24 Jul 15 to 27 Aug 15)(89		
				洋: *少年三國志 (14 Aug 15 to 27 Aug 15)		
				元自 Charity-元朗藝術節 (17 Jul 15 to 27 /		
				足。獅王(休足時間) (10 Jul 15 to 25 F		
				i Cı *#MTR-Monthly Pass Extra (14 Aug		
				vel( AsiaTravel(貴州) (15 May 15 to 31 May		
				足   獅王(休足時間) (10 Jul 15 to 25 F		
				白1 *桂格 (14 Aug 15 to 10 Sep 15)(9841k		
				Au LG (7 Aug 15 to 27 Aug 15)(9599		
				出す*#MTR-Monthly Pass Extra (14 Aug		
				7 A \$破風 (7 Aug 15 to 20 Aug 15)(98		
				ang *少年三國志 (14 Aug 15 to 27 Aug 15)		
				y-5 Charity-Sowers Action (7 Aug 15		
				則 \$劍客法則 (7 Aug 15 to 20 Aug 1		
China Mobi *Chu Hai Col	Chu Hai College (10 Jul 15 to	Chu Hai College   C	Chu Hai C \$Chu H	i Ci *#MTR-港鐵競步賽 (14 Aug 15 to 12	Se MTR-港鐵競步賽 (29 May 15 to 12 S	\$MTR-港鐵道

### Media availability



	全部	
站點等級:	全部 S A	
3	全部 香港西九龙站 车公庙 沙田围 第一城 石门 大水坑 恒安 马鞍山 乌溪沙 泽丰 翠湖 蔡意桥 颂富 丰年路 银座 河田 康乐路 洪水桥 建生 乐湖 龙门 美乐 鸣琴 泥围 银围 安定 屏山 景峰 兆禧 兆麟 天富 天恒 田景 天秀 天瑞 天慈 天耀 天湖 天逸 天荣 天悦 《红磡》 尖沙咀东 柯士甸 南昌 美孚 荃湾西 锦上路 元朗 朗屏 天水围 兆康 屯门 旺角东 九龙塘 沙田 火炭 马场 大埔墟 太和 粉岭 落马洲 《大围》 待更新	麒麟 建安 党 市中心 上水 罗湖
	全部 預訂 鎖定(可移位) 鎖定(不可移位) 禁售 已售	清空
		清空

Inspiration Everywhere

空筛选





#### 第1至25行记录,共有6行记录。

Resource Name	用田 4/4	用医 4/5	用穴 4/6	用日4/7	N- 4/8	RC 4/9	周三 4/10	用四 4/11	周医 4/12	用水 4/13	Resource Name		周四 4/4	周五 4/5	周六 4/6	周日 4/7	周一 4/8	周二 4/9	周三 4/10	周四 4/11	周五 4/12	周六 4/13	周日 4/14	司— 4/15 原	周二 4/16	周三 4/17 周	四 4/18	明五 4/19 周:	六 4/20
月星品牌站厅 CN-7594-6-HP-P20M-AA002156 配票 M: 和平路全地厅 :走:和平路站 / 地汀											普通灯箱 名稱: 远机位灯箱 位置: 內部編號: \$ 500000 /YEAR	出发	12-05																
BINESS TJ-3-HP-PZOM																													
SE SOSSESS	38 至 2016	1-04-14								_	<b>吊幅</b> 名稱: 到达指廊挂旗 位置: 内部編號:  \$ /YEAR	到达	01-19																
第: 世口標站 / 10台 部編號: TJ-3-YK-TP2DM											吊幅	到诀	01-19																
\$ 968000 /4周 加入 站厅品牌区 CN-TSN-S/8/6-TJ-Fending-AA002275 <b>天庫記</b>	33 至 2016	1-04-28									名稱: 到达指廊挂旗 位置: 內部編號:	加入	01-19													Т			
5年: 主節包柱AS 1世: 光章站 / 后广场 / 所収内 / 站行 / 地下二版 10回線性: TJ-2/3-TJH82-PUW-2 3 358000 /4周 加入											普通灯箱 名稱: 到达扶梯上方灯箱 位置: 內部編號:	到达	12-31																
4/丁品牌区	38 至 2016	1-04-28									\$ 3300000 /YEAR	加入	3 至 2019-	12-20															
展: 主着包柱C区 達: 天津站 / 后广场 / 闸机内 / 站厅 / 地下二回 即編號: TJ-2/3-TJH02-PUH-4											电子显示屏 名稱: 候机厅登机口刚屏 位置: 內部編號:		2010	12 00															
5 428000 /4周 加入												加入																	
格庁品牌区 CN-TSN-5(8/6-TJ-Pending-AA002294 天津地 6年: 10月6日第三年 2年: 天津北 / 8广治 / 800内 / 1257 / 地下三日 10日前日: TJ-2(3-TJH83-C20M-5 8 580000 /4月 カル	DIS IN 2011	H04-07									<b>吊幅</b> 名稱: 出发厅公共区域 位置: 內部編號: \$ /YEAR	出发加入	01-07																
	03 至 2016	H-04-07									<b>吊幅</b> 名稱: 出发厅公共区域 位置: 內部編號: \$ /YEAR	出发	01-07																
688000 /4周 加入											<b>LED</b> 名稱: F2二层办票出发媒体 位置:	出发	)3 至 2019-( )3 至 2019-																
											內部編號:	n 1																	

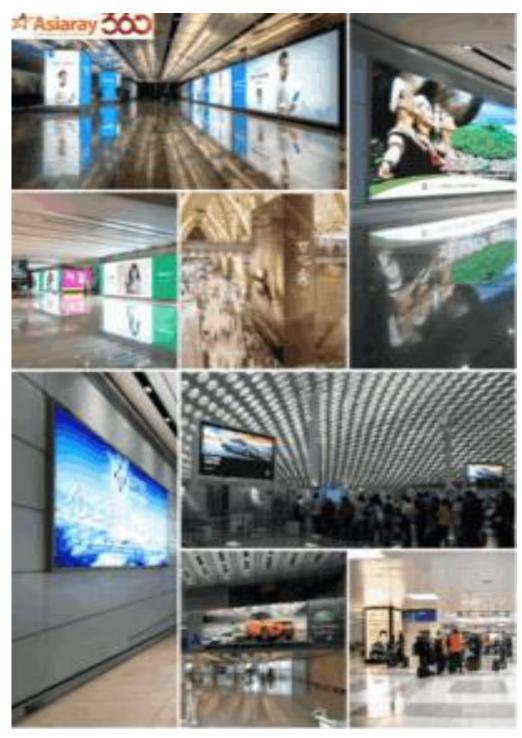
### Offline media SSP DSP





country
state/province
city
choice of traffic
environment

Gender
Disposable income
Qualification
Hobbies
Interest
Family status
Consumption behaviour
Social status





### Digital transformation = Changes



- Dare to disrupt
- Say yes to self-transformation
- Assess and embrace the opportunity
- Develop a tangible roadmap
- Allocate resources
- Make stuff happen
- crane for figures, and understand
- Communicate with stakeholders, Reach out to the naysayers

### With big spending you expect great results, right?



#### 10 most important traps to avoid:

- 1. Excessive caution
- 2. Fear of the unknown
- 3. Lack of focus
- 4. Running out of money
- 5. Lack of talent
- 6. Lack of discipline
- 7. Failure to learn
- 8. Change fatigue
- 9. Going it alone
- 10. Going too slowly

https://www.mckinsey.com/business-functions/digital-mckinsey/our-insights/a-ceo-guide-for-avoiding-the-ten-traps-that-derail-digital-transformations

#### As business partner



- talk in their language
- breakdown business process into the smallest unit

- organise dataset
- Develop a tangible roadmap shorten information flow

- Make stuff happen
- Teach them understand data

No digital transformation can be vital

Asiaray
Inspiration Everywhere

https://www.youtube.com/watch?v=HuGxvvFsQ14

https://www.youtube.co m/watch?v=rzkkeADG3Y g

https://www.hk01.com/ 突發/240270/鍾旭華搜 救-01專訪-遺孀重組120 小時大搜索-揭定位技 術不足









ATung Lee 利國棟 www.linkedin.com/in/atunglee email:atung.lee@asiaray.hk

# Introduction to Omnichannel Sales & Commerce

2019 / 04 / 17

6:30pm - 9:00pm

Victoria Dockside, 18 Salisbury Road, Tsim Sha Tsui

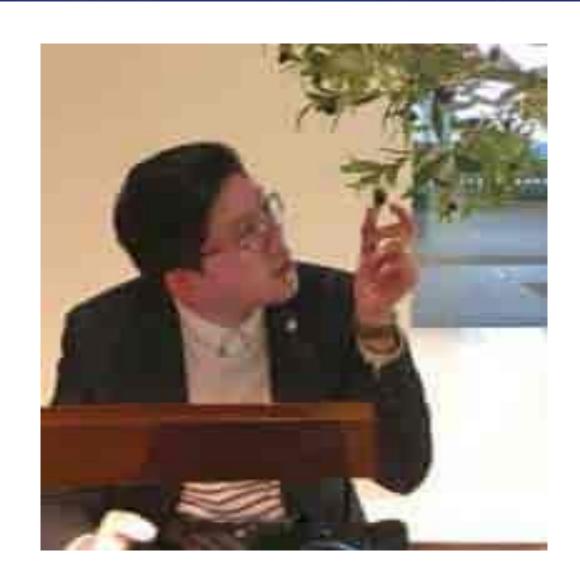




Alan

Agency Account Manager,
Google





Key Ng

Digital Marketing Manager, New World Development





ATung Lee

Group IT General Manager, Asiaray Media Group



## 全渠道零售的市場在香港的機遇與挑戰

## 全渠道零售的市場對傳統零售企業的影響



# Introduction to Omnichannel Sales & Commerce

2019 / 04 / 17

6:30pm - 9:00pm

Victoria Dockside, 18 Salisbury Road, Tsim Sha Tsui