Hengkang Technology-Customer Success Stories

YYSPORTS 胜道

Changsheng Investment Co., Ltd.

- Transaction Size:
- From May to December 2015, more than 8,000 stores nationwide launched.
- Smart stores (smart shopping guide, AI facial recognition customer flow analysis, mobile APP)
- Smart Mid-End Platform (data analysis of omni-channel sales, smart products, sales, etc.)
- Smart Back-End Cloud ERP (purchasing and distribution, finance, commodities, CRM, O2O, etc.)

Values

Smart Store

- Smart Shopping Guide: Improve revenue per employee of store, and increase sales conversion rate.
- AI Customer Flow Analysis: Accurate customer flow analysis, improve the accuracy of customer flow analysis data, and provide commercial data support.
- CRM Membership Solution: Consumption insight, stimulate consumption, precise sales, precise services, and enhance the overall shopping experience.

Smart Mid-End Platform - Omni-Channel Sales:

- Solve the new marketing problem of online and offline integration.
- With the omni-channel marketing model, resolve internal conflicts of interest and stimulate the motivation of store employees.
- Stop relying too heavily on product operations and optimize store operations.
- Omni-channel sales interaction makes logistics faster, more accurate and more convenient.

Smart Back-End Cloud ERP—Integrated Solution:

- Implement group management requirements such as unified basic data and unified financial management.
- Real-time information management of business provides a strong basic guarantee for terminal sales and big data analysis.
- Integration of financial services and efficient management of various business scenarios of the group.

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