

「好速配」方便取生態系
流通服務智慧化案例彙編

**A Case Study of Smart Circulation E-Business
Service-Local Delivery**

摘要

隨著網際網路與行動裝置普及化，改變人們生活型態與購買習慣，消費者透過線上平臺下訂單，將商品直接送到指定的地點。近期更因疫情影響人與人之間的接觸，帶動了外送平臺快速成長。多元化外送服務從美食延伸至生鮮雜貨、日常生活用品等，因此著重於外送平臺的便利性，更形強化消費者對外送服務的依賴與需求。根據經濟部統計處 2020 年 1~2 月統計，餐飲業有外送或宅配服務之營收年增 5.2%，無外送或宅配者營收年減 8%，許多業者紛紛增加外送服務以拓展客源。又業者亦期望藉由外送平臺增加店家的在地曝光度，藉此帶動顧客來店消費或自取的商機。本研究旨在推動智慧商業服務解決方案，串聯臺南部分區域業者形成水平供應鏈電子商務平臺，並提供多元化商品服務與零售通路等商業模式，擴大商品類型滿足消費者需求。服務方案的建置更幫助業者可以藉由專門實體店面、智取櫃、零售店與指定地點，並在 1 小時內快速配送，與其他傳統電商做出市場區隔。除了上述著重於消費者的服務外，業者更建立供應商數據共享數位匯流資訊，提供顧客更全面性的服務體驗。本研究的貢獻不僅在降低業者營運成本，更增加商機創造更好的盈收。

關鍵字：外送平臺、服務品質、科技接受模型

Abstract

With the popularity of the Internet and mobile devices, people's lifestyles and purchasing habits have changed, and consumers are placing orders through online platforms to have goods delivered directly to their designated locations, especially during Covid lockdowns. According to the Census and Statistics Department of the Ministry of Economic Affairs (January ~ February 2020 report), restaurants and beverage stores providing home delivery services have had annual increase of 5.2% in revenue. Due to the high commission of the delivery platform, most retailers use the delivery services to increase local exposure and to cultivate nearby households to go to the stores (for pickups or dine-in).

By promoting smart business service solutions, this research link some regional retailers (or operators) in Tainan area to form a horizontal supply chain e-commerce platform and provide diversified logistic services. The logistic service eco-system is developed to help businesses distinguish themselves from those on other traditional EC platforms by providing quick and diversified delivery services within one hour after placing orders. In addition to the above-mentioned consumer-focused services, the eco-system also establishes digital convergence and sharing of suppliers' service data to enhance comprehensive services to customers. These innovative services and the eco-system prototype have significantly increased the competitiveness of the operators. The concepts and solutions can be extended to other retail sectors.

Keywords: delivery platform 、 service quality 、 technology acceptance model