

流通服務智慧化案例彙編

新東陽國道通路 OMO+「農青小聚」計畫

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摘要

全通路模式的成功與否往往取決於通路之間的數據串聯和消費體驗的優化，為了提高競爭力並帶動業績成長，新東陽開創了「新東陽國道通路 OMO+『農青小聚』計畫」，此計畫分為三大項目標，分別是打通企業數據源，再藉由大數據分析和 AI 預測，以達到精準推播。第二，在國道服務區舉辦農青市集，開拓新的農產品銷售渠道。最後則是在國道通路推動行動服務。此計畫透過數據整合、消費體驗優化，以創新的服務來創造與消費者之間的強連結，進而提升業績並帶動相關經濟產值。

關鍵字：食品業、數據串聯、農青市集、行動定位服務

Abstract

The success of omni-channel depends on data integration and the improvement of consumer experience. In order to improve competitiveness and increase the total revenue of the corporate, the “Hsin Tung Yang Highway Channel OMO + Farmers' Market Project” has initiated by HSIN TUNG YANG CO., LTD. There are 3 main purposes in this project. First of all, making the push advertising more precise by integrating corporate database and using big data analysis and artificial intelligence predictions. Secondly, holding farmers’ market in the highway service area to open up new sales channels for agricultural products. Lastly, launching location-based service in highway channel. This project strengthens the connection between customers by integrating corporate database and improving consumer experience, to further increase the sales and have effect on the performance of relative industry.

Keyword: Food Industry, Data Integration, Farmers' Market, Location-Based Service