流通服務智慧化案例彙編

曼妙生活、都是玩美流通服務計畫

曼都國際股份有限公司

摘要

　　為了提升消費體驗以及客製化服務，曼都利用數位科技進行科技與行銷層面的創新，打造虛實整合的服務流程，為現有的美髮產業現況帶來新氣象。

　　由曼都所執行的「曼妙生活、都是玩美流通服務計畫」，以數據分析為基礎，結合異業業者所能提供之技術協助。具體包含兩大方向：第一、使用頭皮檢測系統，為不同消費者帶來客製化的服務體驗；第二、引進具互動科技體驗的派樣機，開拓行銷通路的廣度並提升行銷效率。導入此計畫後，曼都所提供的服務品質有所提升，且行銷方式也更加多元。此外，所蒐集的數據除了能協助了解消費趨勢，也能為相關產品研發提供客觀的參考資訊。

關鍵字： 美容美髮業、數據分析、異業合作、數位轉型、頭皮檢測

Abstract

In order to improve customers experiences and customized services. Mentor used digital technology to create an Online to Offline(O2O) service model and became one of the innovative examples in the hair and beauty industry. With technical support from cross-industry companies, Mentor Group Ltd. developed "Marvelous Life, Terrific Beauty Circulation Services Project" based on data analysis. First, scalp detection system was introduced to find out the suitable hair care products for costumers. Second, sample-supply machines with interactive technology were introduced to increase the visibility of products and the efficiency of marketing. Furthermore, the collected data would help the cooperation to get comprehensive understanding about consumer trends and used as objective reference when developing product.

Keyword: Hair & Beauty Industry, Data Analysis, Cross-Industry Alliance, Digital Transformation, Scalp Detection