

流通服務智慧化案例彙編

數據驅動零售業智慧化供銷鏈建置計畫

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摘要

在資訊技術發達的現代，許多產業紛紛導入先進資訊技術協助內外部資訊溝通和數位轉型。傳統超市產業因較缺乏資訊技術導入的經驗，使其上下游供需之數位鏈結較薄弱，消費者購買相關資訊無法反映於整個垂直供應鏈，易造成供需不均衡的情況。因此，如何以數據驅動零售業之智慧化供銷鏈整合，是超市零售業的當務之急。本研究藉由推動智慧流通服務解決方案，整合人工智慧、大數據分析與視覺化技術，以中臺灣為場域，以下游超市為核心，帶動上游供應鏈廠商共同參與，發展數據驅動之零售業智慧化供銷鏈建置。透過顧客商品關注數據，導入顧客來店前之智慧導購與入店後之智慧行銷服務模組。將以產、配、銷垂直協同作業為基，透過供應商行動報價與視覺化商情分享，提昇流程效率，降低缺貨率、提升配送準時達交率。期望透過各項智慧商業服務模組的設計與導入，達到產、配、銷資訊動態整合、決策支援，帶動整體產業之營運效率與營收的提升。

關鍵字：人工智慧、大數據分析、數位轉型、智慧零售

Abstract

Modern industries promote internal and external digital transformations using advanced information technologies (Its) to enhance their competitiveness. However, traditional supermarkets still lack relevant IT skills and experiences to ensure the efficiencies of supply-demand chain management. Hence, it is a major challenge for local supermarkets to acquire and fully utilize customers' data to improve their operational efficiencies. Therefore, it is critical for supermarkets to enhance their digitization of supply and demand chain data and APPLy these data for smart business decision models. This study aims to promote smart distribution service solutions by integrating AI, big data analysis, and visualization technologies between downstream and upstream supply-demand chains of the supermarket. The research uses customers' relevant data to drive better business decisions of smart shopping guide, smart marketing services and the collaborative operation of production, distribution, and sales, which improves process efficiency, reduces out-of-stock rates and improves on-time delivery rates. The smart supermarket services can be adopted to other retail industries.

Keywords: artificial intelligence, big data analysis, smart business, digital transformation