

流通服務智慧化案例彙編

澎湖產銷與旅遊場域整合服務

天和鮮物股份有限公司

摘要

在後疫情時代下，各產業如何恢復受創的商機為重要議題。掌握消費者背後的消費行為數據將是營運致勝的關鍵。如今資訊技術已相當發達，以精準的行銷技術結合數據分析，能夠有效降低運營成本，並擴大市場商機。此計畫提出的方法主要可分為兩個部分。第一，整合個案公司與當地產業如民宿業者、在地店家等，提供消費者整合型的旅遊套裝行程加上農漁特產優惠。第二，導入 DMP 與 CRM 系統，對消費者足跡與消費行為進行數據分析，作為精準行銷之依據，並提供消費者之專屬數位折價券或優惠序號增加回購率，以提升消費者之購物體驗。透過和各個在地產業的整合，能為彼此創造雙贏的局面；透過數據分析等技術，能獲取全通路銷售數據與消費者足跡，達到精準行銷，提高銷售收入。此計畫利用創新的營運模式增加營收 25%，也讓消費者擁有更好的購物、旅遊、服務等體驗，顧客滿意度提高了 85%。

關鍵字：大數據分析、智慧行銷、創新營運模式

Abstract

In the post-epidemic era, it is important to implement industry development strategy. Analyzing the data of consumer is the key to operational success. With advanced technology and marketing strategy, the revenue can be enhanced and the operating cost can be reduced effectively. The methodology in this study can be divided into two parts. First, cooperate with local industries such as homestay, stores, etc., and providing consumers travel packages and fishery coupons. Second, import DMP and CRM systems to conduct data analysis on consumer footprints and their behavior so that the promotion will be more efficient. Moreover, provide consumers with more coupons will increase their purchase intention and shopping experience. By cooperating with various local industries, win-win situation can be created. By doing data analysis, data of consumer behavior can be obtained. Not only increase the revenue up to 25%, but enhance the consumer satisfaction up to 85%.

Keywords: big data analysis, intelligent marketing, business model innovation