

PARKnSHOP 百佳超級市場

Supermarket Leader Embraces QR code Transition to Reshape Consumer Experience

超市龍頭 投入QR碼變革 重塑消費體驗



Background 背景

As the Hong Kong's leading O+O supermarket chain, PARKnSHOP has always been the forerunner in the adoption of retail technology. Spearheaded to adopt GS1 barcodes to facilitate management 35 years ago, PARKnSHOP has always pioneered to deploy innovations like GS1 HK's "1QR".

百佳超級市場作為本港最具規模線下及線上（O+O）超市連鎖店，一直帶領業界發展零售科技；35年前已率先先進GS1條碼方便管理，現仍經常帶頭應用新技術如GS1 HK的「1QR」。

Solution 方案

In recent years, PARKnSHOP has piloted the use of "1QR" on its private label FARMFRESH and other brands, covering more than 200 SKUs. Consumers can simply scan the "1QR" code with their mobile phone to browse extensive product details, including product origin and sustainability certifications.

近年百佳率先在自家品牌FARMFRESH及其他品牌等200款產品上應用了「1QR」，方便消費者手機掃描瀏覽產品詳情，包括括產品來源、可持續認證等。

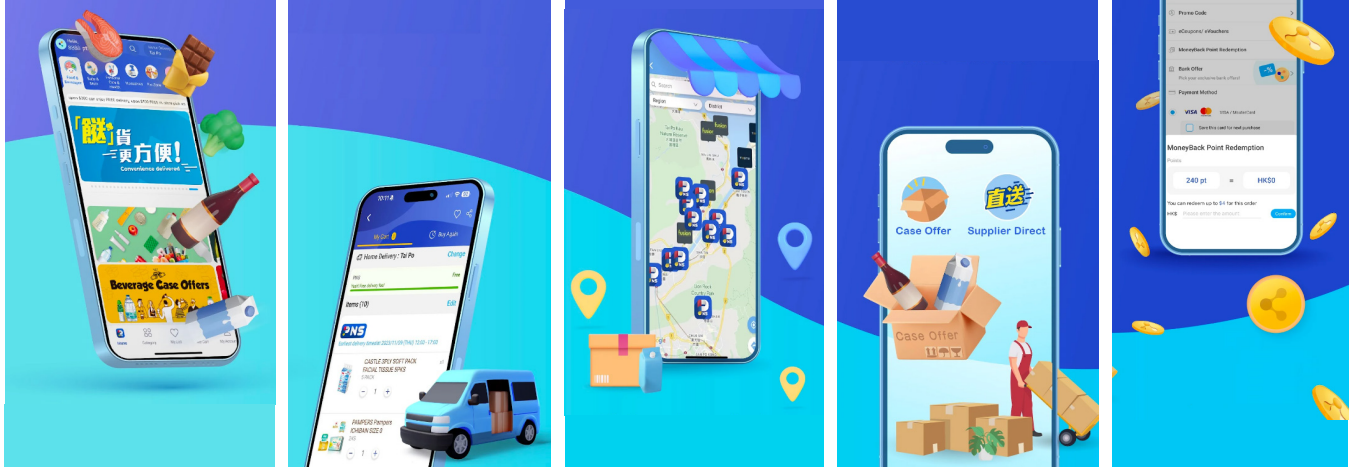
Benefits 效益

The adoption of 1QR supports PARKnSHOP to provide in-depth product information that gives consumers a peace of mind, while creating seamless O+O shopping experience and taking heed to the sustainability trends that meet consumers' expectations.

百佳透過「1QR」提供豐富資訊，讓消費者「買得安心、用得放心」，並打通O+O線下及線上購物體驗，亦配合可持續發展趨勢，滿足消費者要求。

Background

As the Hong Kong's leading O+O supermarket chain, PARKnSHOP has always been the forerunner in the adoption of innovative retail technology. 35 years ago when price stickers and manual price input were still common, PARKnSHOP had already spearheaded to adopt GS1 barcodes to facilitate warehouse management, retail checkout, stock replenishment and more.



Over the years, PARKnSHOP has been evolving and meeting the diverse needs of local customers. Some of the highlights include the launch of Hong Kong's largest membership programme "MoneyBack" to provide personalised service experiences for members, as well as self-checkout counters, electronic price tags, "Click and Collect" service, and "PNS eShop" mobile app, etc., allowing customers to enjoy seamless O+O shopping experiences anytime, anywhere.

In today's smartphone-savvy society where QR code scanning becomes the norm, PARKnSHOP again take the lead to adopt the new QR codes with GS1 standards as it debuted in the market.

Solution - Surprising Customer with 1QR

In recent years, PARKnSHOP has piloted the use of GS1 HK's "1QR" on its private label FARMFRESH, and expanding gradually to other brands such as SELECT, Imperial Banquet, Baker's Choice, covering more than 200 SKUs. Consumers can simply scan the "1QR" code with their mobile phone to browse extensive product details, offers, certifications, nutritional information etc. Not only does it provide extended information beyond packaging, but also meets the online info search habits of the young.

The integration of PARKnSHOP's ERP system with GS1 HK's BarcodePlus product information platform allows staff to easily upload product information, which can then automatically generate barcodes and QR codes simultaneously.



背景

百佳超級市場是本港最具規模線下及線上(O+O)的超級市場連鎖店，一直帶領業界發展零售科技。35年前，在貼價錢牌和人手輸入價錢的年代，百佳已率先開始引進GS1條碼，方便倉儲管理、收銀和補貨等。

百佳多年來與時並進，以滿足不同顧客的需要，包括推出全港最大規模的會員計劃「易賞錢」，為會員帶來個人化服務體驗，亦推出自助付款處、電子價錢牌、「網購店取」服務及「PNS網購」手機應用程式等，讓顧客隨時隨地享受無縫的O+O線下及線上購物體驗。

現時人人手機不離手、「掃碼」成新常態，所以當百佳得知GS1推出加入GS1標準的QR碼，亦帶頭應用新技術。

方案 - 1QR帶來驚喜

近年百佳率先在自家品牌FARMFRESH上應用GS1 HK的「1QR」，亦正陸續擴展至其他品牌如SELECT佳之選、金御膳及Baker's Choice等200款產品。消費者只需簡單以手機掃描「1QR」，即可瀏覽產品詳情、優惠、認證、營養價值等訊息，不受包裝空間的限制，亦配合年輕一代上網搜尋資料的習慣。

百佳的企業資源管理系統(ERP)已與GS1 HK的BarcodePlus產品資訊平台對接，員工只需將產品資料上傳，即可同時生成條碼及QR碼。

Peace of Mind with Certificates

Dedicated to providing quality food choices to consumers, PARKnSHOP now offers almost 2,000 organic or sustainable products, including over 120 plant-based food and over 50 sustainable seafood.

"1QR" is able to display product sustainability information, such as product origin and sustainability certifications (e.g. <https://1qr.hk/01/04898118968468> ASC (Aquaculture Stewardship Council) – Farm Certificate by SELECT's frozen skin-on Atlantic salmon fillet, or <https://1qr.hk/01/04898118969281> FSC® certification by SELECT's Soft & Strong Facial Tissue 5S-Mascot). The platform is also recognised by the Centre for Food Safety to show the "Salt / Sugar" Label Scheme for Prepackaged Food Products to promote healthy diet. This is especially important for edible products or those applied on skin, as consumers tend to trust and favor brands more after knowing products in details, which in turn help to boost sales.



Calls for Industry Support on QR codes Adoption

With thousands of suppliers and brand partners, PARKnSHOP calls on the industry to adopt the new QR codes. While manufacturers should start implementing "1QR", the QR code with GS1 standards, on product packages, PARKnSHOP as a leading retailer is also exploring the feasibility of scanning "1QR" at its POS checkout across all stores, by reviewing the technologies and processes revamp needed.

呼籲業界應用QR碼

百佳擁有數以千計的供應商及品牌商夥伴，公司亦鼓勵業界採用新一代QR碼。生產商應在產品包裝上採用加入GS1標準的QR碼「1QR」，而百佳作為首屈一指的零售商，亦正評估內部技術和流程，研究利用QR碼收款、讓其全線POS收銀系統都能夠讀取「1QR」的可行性。



“PARKnSHOP prioritizes delivering an exceptional shopping experience to customers through the integration of innovation & technology while also emphasizing sustainable development as a core focus. As one of the founding members of the WWF-Hong Kong's "Sustainable Seafood Business Membership Programme", we are dedicated to protecting marine environment and biodiversity. We are expanding our selection of unpackaged fresh food with in stores to encourage eco-friendly shopping practices.

百佳一直將科技融入購物體驗，讓顧客享受最快捷便利的服務，同時十分重視可持續發展。百佳是世界自然基金會香港分會「環保海鮮企業會員計劃」的創始成員之一，致力於保護我們的海洋環境和生物多樣性。我們在店鋪增設無額外包裝的新鮮食品，推動綠色購物體驗。”

Ms. Freda Ng, Managing Director of PARKnSHOP
百佳超級市場董事總經理 吳逸群女士

Benefits

效益

The adoption of 1QR helps PARKnSHOP to:

百佳採用「1QR」有助：



Provide in-depth information that gives consumers a peace of mind

提供豐富資訊，讓消費者「買得安心、用得放心」



Create seamless O+O shopping experience with enhanced consumer journey

打通O+O線下及線上購物體驗，提升消費體驗



Take heed to the sustainability trends and meet consumers' expectations

配合可持續發展趨勢，滿足消費者要求

“ Leveraging GS1 HK's QR code technology may appear as a minor step in digitalisation, yet its impact can be profound. The '1QR' is compact in size yet rich in functionality, enables consumers to effortlessly scan and access a wealth of product information including sustainability messages. This convenience enhances customers' confidence, prompting us to encourage businesses to join us in adopting this technology.

應用GS1 HK的QR碼雖是數碼化一小步，我們會預期帶來大改變：因『1QR』尺寸更小而功能更多，消費者只要簡單掃描即能展示多元化產品資訊，包括可持續發展訊息，便利顧客亦能提振信心，絕對應善用。”

Ms. Freda Ng, Managing Director of PARKnSHOP
百佳超級市場董事總經理 吳逸群女士

GS1 standards used or solution (s) /service (s) used

應用的GS1標準或方案/服務

- 1QR

- 1QR

About the company

Established in 1972, PARKnSHOP is Hong Kong's leading O+O supermarket chain and one of the most trusted brands in Hong Kong. Part of AS Watson Group, PARKnSHOP now operates about 250 outlets in Hong Kong and Macau, which covers some famous retail brands like TASTE, TASTE x FRESH, FUSION, food le parc, GOURMET, GREAT FOOD HALL. Website: PNS.hk

公司簡介

百佳超級市場於1972年成立，是本港最具規模線下及線上（O+O）的超級市場連鎖店，為香港顧客最信賴的品牌之一。百佳於香港和澳門設有約250家門店，旗下更擁有多個知名零售品牌，包括TASTE、TASTE x FRESH、FUSION、food le parc、GOURMET及GREAT FOOD HALL等，是屈臣氏集團旗下零售品牌。網站：PNS.hk

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