

Increasing Digital Service Capability for a World Leading Beverage Company

Cooperation Background

Since 2018, Hengtian has forged a partnership with the client, a US-based beverage giant operating in mainland China for over 20 years with several thousands of stores and tens of thousands of employees. Our cooperation began at a time when the client launched its first privately-owned app and started shifting part of its businesses to online platforms. We have formed a group of 20+ experts taking the roles such as Project Manager, Business Analyst, Developer, and Quality Assurance to develop about seven business systems for the Digital Service Department of the client.

The Account Information Management (AIM) System for End Users

Highlights:

- The AIM system, which stores and maintains the information of all registered users on the client's privately-owned mobile app, is separated from a mass business system the client once used; therefore, it becomes more convenient for the client to inquire and verify user accounts.
- The AIM system can perform third-party authorized logins, which frees users from creating a new account and allows them to sign in with their accounts on WeChat, Tmall, Alipay, TikTok, and other widely-used apps and online platforms. Hence, the AIM system maintains

not only the user information of the client's online/offline platforms but also that of third-party partner apps.

The Content Service System

With over 90 million members and an ever-increasing number of users, the client is in urgent need of a powerful content service system to ensure prompt push notifications.

Highlights:

- The system can automatically acquire, collect, and sort out data from Rule Engine and forward the customized information to the target end users so that the users can be informed promptly if there is any special offer.
- The system will send a reminder to member users when their member tier or reward points change; therefore, the users can exchange rewards points for other gifts or discounts and upgrade the member tier in a timely manner. As such, the system encourages consumption and protects users' rights and interests.
- To better understand consumer behavior, the system generates a monthly bill with consumption records for both users and the client.

The User-friendly Layout Management System

Highlights:

- The Hengtian team has provided a user-friendly layout management system with quality

operation services for the client's online stores, mobile app, WeChat mini programs, and other business scenarios to meet daily operation needs.

- By selecting and dragging, the operations staff can easily remove or add function items to re-arrange the layout of the homepage and content pages of online stores, making online operations more convenient and personalized.

The Customer Care Center (CCC) System

In face of business expansion and a growing number of customers, the client needs an agile inquiry system for its 200+ customer service representatives to ensure the sound operation of online and offline businesses.

Customer Care Center (CCC) is involved in businesses in all scenarios, such as online and offline orders, coupons, invoices, and customer complaints. To better address customers' difficulties and improve user experience, customer service representatives need to respond to customers' needs promptly and handle problems properly.

Highlights:

- The CCC system jointly developed by Hengtian and the Digital Service Department of the client allows customer service representatives to query customer information in seconds while ensuring data security, as any customer information is blocked until a second-time authorization is done.

- The client has seen rising customer retention since the launch of the system, as the system provides full-course support from pre-sales consulting to post-sales services for all customer service representatives.

The Loyalty Engine Consulting Project

Hengtian has offered consulting services to the client for an upgraded data-driven Loyalty Engine System. We have engaged in designing the system to meet the needs of the client's existing and potential businesses.

Highlights:

- By analyzing the main data generated from consumer behavior and social interaction behavior, for example, customers purchase at offline stores; customers buy gift cards on online platforms and give them to their friends; customers buy products of the client's brands after seeing special offers on TikTok or other third-party platforms, the system can design various rewards for customers and foster customer loyalty in the long run