

Maximizing Competitiveness for a Beverage Giant through Enhanced Digital Service Capability

Overview of the Client

Since 2018, Hengtian has partnered with a US-based beverage giant which after beginning operations in mainland China over 20 years ago now boasts more than 6000 stores and 60,000 employees solidifying itself as a prominent player.

Our collaboration began during a pivotal moment for the client as they launched their first privately owned app and started transitioning part of their business operations to privately owned platforms. To maximize the client's potential through this digital transformation Hengtian assembled a team of over 20 experts including Project Managers, Business Analysts, Developers, and Quality Assurance Professionals.

Through collaboration, seven business systems have been created expertly tailored to the client's Digital Service Department. The client is now able to confidently enhance their digital presence and streamline operations in a rapidly evolving market.

Partnership with Hengtian

Services Provided

1) Optimizing Account Information Management (AIM) System Operations

Through separating the AIM system from the previously used mass business system the client is able to inquire and verify the information and accounts of all registered users.



Users can now perform logins through third party apps such as TikTok, Alipay and WeChat which frees users from creating a new account while allowing the client to maintain user information from third party apps.

2) Developing a Content Service System to Best Serve Users and the Client

Data from Rule Engine on 100 million members can automatically be acquired, sorted and then customized by the system to target end users with push notifications regarding promotions.

Consumption is encouraged through notifications sent by the system to users to alert them to changes in their member tier or reward points which can be exchanged for discounts or gifts.

Consumer behavior can be better understood through a monthly bill which is made available to the user and the client.

3) Developing a User-Friendly Layout Management System

The client's operations staff can now easily rearrange and optimize their online stores across their mobile app, WeChat, and other business interaction points.

4) A Customer Care Centre Driving Growth

The Customer Care Centre (CCC) System developed in conjunction with the client's Digital Service Department allows customer service representatives to ascertain customer information in seconds while ensuring security as customer information is blocked until a second time authorization is done.

The system provides full support from pre to post sale services with the client experiencing a rise in customer retention since the launch.

5) Creating Loyalty Through Data Analysis

By analyzing customers interactions with the client through offline stores, online platforms, how customers react to promotions and the brand in social media the system can design targeted rewards for customers and promote long term loyalty.



Working in Partnership

The partnership between the client and Hengtian displays how multiple facets of a business can be optimized through technical expertise driving innovation.

Hengtian's ability to effectively modernize complex systems and optimize operations of a rapidly growing business displays adaptability and forward thinking that ensures success.

The client can be confident that through continued collaborations their business will continue to thrive and will witness growth.

