

A Healthcare Co.
GO SMART
with **REAL QR**



Go Smart

A Health & Wellness Equipment Brand 醫療健康器材品牌

Warranting the Wellbeing of Brand with Patented
Authentication Technology Background
以專利的真偽驗證科技 確保品牌健康



About the Company 公司簡介

Established in 2007, a HK-based company has developed a series of lifestyle enhancement, food production and energy saving / water treatment products and solutions powered by advanced proprietary technology, aiming to innovate for a better world.

公司於2007年創立，憑藉獨有的先進科技，發展出一系列提升生活品質、食品生產、節省能源和水源處理的產品及方案，致力以創新創更好為宗旨。

Background 背景

With more than 14 years of history, the company invented a range of pain relief devices, household appliances, fitness equipment and health promoting gadgets for pets targeting mass consumers. It is enjoying global footprints across Asia Pacific, American and European markets, via an international network of authorised distributors.

Unfortunately, with rising popularity, the brand's names and products had been imitated by fraudsters, causing confusion and distress among consumers. Positioned as a premium brand, the company also likes to provide better after-sales service and experience for customers.

該成立已14年的科技公司針對大眾消費群需要，研發出各式舒痛儀器、家用電器、健體產品，以至為寵物保健的電子器材。公司擁有龐大國際授權經銷網絡，業務橫跨亞太、歐美等市場。

然而樹大招風，該品牌名稱及產品竟遭受非授權商家挪用，令消費者產生誤會及困擾。與此同時，公司亦期望以優質售後服務及顧客體驗，建立高端品牌地位。

“The company has applied REAL QR tags on variety of wellness products since Aug 2020, and recorded a considerable amount of warranty registrations so far, developing a useful buyers' database for future engagement.”

「公司自2020年8月起在不同系列保健儀器包裝上貼上REAL QR，成功錄得大量產品保用註冊登記，有助公司建立買家數據庫作日後聯繫。」

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

- REAL QR Solution

應用的GS1標準或方案/服務

- REAL QR解決方案



Solutions

The company adopted GS1 Hong Kong's "REAL QR" solution on its healthcare products, enabling customers to easily verify product authenticity with a simple mobile phone scan. The secure anti-counterfeit solution – a patented anti-forgery micro-printing technology – helps build confidence and trust for consumers.

To offer value-added service and connect with buyers, the company turns the solution into part of its warranty programme. When buyers scan the "REAL QR" on the product package, a unique warranty number would be automatically generated. A simple registration procedure is followed, and customers will be entitled to a one-year warranty upon completion.

Instead of filling and mailing hardcopy warranty documents, customers can enjoy credible and simple way of filing the protection plan online, leading to improved customer satisfaction and trust. On the other hand, the company can track the scan activities, manage users' records and further engage with users, facilitating marketing promotion and repeated purchase, as well as cultivating customer loyalty.

Benefits

GS1 HK's REAL QR solution can advance both customer experience and company's services:

1. Reinforce brand trust by letting buyers authenticate the products
2. Create delightful after-sales journey with easy, trustworthy warranty registration process
3. Capture buyers' data for future engagement and sales potentials

解決方案

公司決定在其保健系列產品上採用GS1 HK的REAL QR(「真的碼」)方案，讓消費者以手機掃描輕鬆辨識產品真偽。方案採用專利的微印刷(micro-printing)加密技術，有助鞏固消費者信心及信任。

為提供增值服務及與買家更緊密聯繫，公司將方案轉化成保用計劃一部份。當買家掃描產品包裝上「真的碼」，程式便會出現一個獨一無二的保用編號，買家只需完成簡單登記手續，產品即可獲一年保用。

顧客透過簡單可靠的網上辦理保用計劃手續，毋須填寫及寄回保用証，更方便滿意及安心。與此同時，品牌商亦可獲得實時掃描資料，管理用戶記錄並進一步與其聯繫，便利日後推廣及刺激購買，更可培育出一群忠誠用家。

效益

GS1 HK的REAL QR方案有助優化顧客體驗、提升公司服務：

1. 透過驗證真品加強品牌信任
通過輕鬆、值得信賴的保用註冊流程，構建安心售後體驗
2. 掌握買家數據在未來作連繫及變成銷售機會

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