

**Classic Motor
Service**

GO DIGITAL

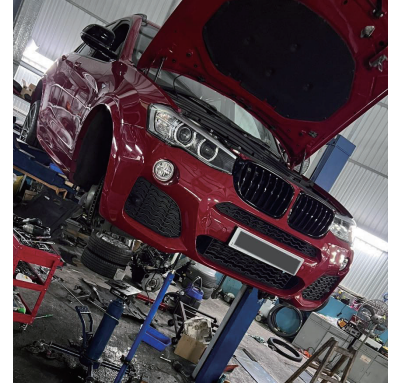
**with Digital
Coupon**



Go Digital

Classic Motor Services Limited 經典汽車維修有限公司

Applying Technology to Turbocharge on
the Digitalisation Highway
開啟網店 在數碼化旅途上馳騁



About the Company 公司簡介

Founded in 2010, Classic Motor Service Limited is specialised in mechanical and electrical repair and maintenance, with additional services covering car body paint, welding, engine and gear box fixing and more. Affordable with great service, the company also supports car insurance, car trading, checking and license renewal.

經典汽車維修有限公司於2010年在香港成立。公司專營汽車機械及電子的維修和保養，另有車身噴漆、燒焊、大修引擎及波箱等服務，一向以合理價格和優質服務見稱，同時代辦汽車保險、買賣、驗車續牌等。

Background 背景

Restricted travel and plummeted car sales due to the pandemic has shattered many automotive businesses, but some find it an opportunity for digital transformation. Specialised in car repair and maintenance, Classic Motor recognised the escalating trends in digital marketing and new spending pattern and behaviour during lockdown, so the company hopes to switch from the old business model based on personal relationship, to integrate online promotion and interactive experience, and expand the customer base to all car owners in Hong Kong.

疫情令市民減少出行及汽車買賣，影響汽車行業生計，卻同時是數碼轉型的契機。專營汽車維修保養的經典汽車在疫情期間，留意到網上營銷和新消費模式的發展，便希望由過往著重人際關係的運作模式，加入網上推廣及互動體驗，將顧客群拓展至全港車主。

「GS1 HK has been standing side by side with us as we began our digitalisation journey, from engaging e-shop builder, to providing counseling on content and function, applying D-Biz Fund from government, developing marketing and endorsing our services. It helps advance our company's 4 core values: quality, skill, integrity and service.」

「經典汽車在踏出數碼轉型的第一步上，GS1 HK全程幫忙，助我們連繫網頁製作公司、建議網店內容及功能、申請政府D-Biz基金、策劃市場推廣、表揚貼心服務，延續我們一直以來強調的品質、技術、誠信、服務四大優勢。」



Lee Ka-wai,
Manager, Advanced Repair
高級維修部經理 李家威

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

- E-Shop Building Solution
- GS1 HK's Digital Coupon
- Consumer Caring Scheme

應用的GS1標準或方案/服務

- 網店建設方案
- GS1 HK電子優惠券
- 貼心企業嘉許計劃



Solutions

Upon knowing GS1 HK's e-shop building service and digital coupon solution, Classic Motor decided to join hands with GS1 HK's partner to establish an online shop, showcasing the company's service and package, technicians' skills and expertise. It helps to promote the repair center in Yuen Long to all Hong Kong drivers.

As a usual practice, the technicians in a vehicle repair shop holds all the car owners' information, causing inconsistent communication and obscure operation. Classic Motor introduced new customer management system into website to standardise and centralise drivers' information, so different technicians would easily learn individual owner's record like vehicle model, repair history, etc. It helps the company provide expert and caring service and boost customers' confidence and loyalty, which is one of the main reasons that Classic Motor is acknowledged as Consumer Caring Company.

The company further adopted GS1 HK's digital coupon, which were distributed via online advertisement, company's / staff network, social media, messaging app, for recruiting new business and engaging the old ones. The promotion did draw enquires from all over Hong Kong, steering traffic and sales potentials. Based on Global Coupon Number standard, the solution can log down scan data and monitor campaign effectiveness, gaining insight into market needs. Tying in with self-service auto parts market, Classic Motor is planning to make vehicle parts available online, letting car enthusiast to personalise their car the ways they like.

Benefits

Classic Motor enjoys GS1 HK's support on its digitalisation passage:

1. Enhance customer experience and operational efficiency with an e-shop
2. Draw in new and old clients with market analysis by using digital coupon
3. Reinforce customer trust with Consumer Caring award recognition

解決方案

經典汽車獲知GS1 HK的網店建設方案和電子優惠券方案後，認為值得一試，便透過本會合作夥伴建立網店，將元朗維修中心的服務資訊、師傅資料、技能等上網、推廣至全港車主。

傳統車房側重顧客聯絡師傅，車主資料只有師傅知道，未能統一透明、較難管理。經典汽車在網店新增顧客管理系統，將資料統一，就算不同師傅都能輕易掌握不同顧客的汽車類型、過往經歷等，從而提供專業而貼心的服務，提高顧客信心和忠誠度；這亦是經典汽車獲認可為貼心企業的一大原因。

公司同時運用GS1 HK電子優惠券，以網上廣告刊登優惠券吸引新顧客；亦利用公司及職員自身網絡、以社交媒體、即時通訊發放優惠，鼓勵舊客再用其服務，招徠各區車主在網上查詢，增加潛在客流量、提升生意機會。基於全球優惠券編碼（GCN）標準，該方案會記錄掃描數據、方便追蹤活動成效，更深入了解消費者的行為。公司未來亦會推出網購汽車零件，讓發燒友自行購置安裝，配合現今自主裝配趨勢。

效益

經典汽車在數碼化旅程上盡享GS1 HK支援的好處：

1. 開設網店優化顧客體驗，提升管理效率
2. 以發放電子優惠券，吸納新舊顧客，分析營銷成效
3. 獲貼心企業表揚，提升顧客信心

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