

# On the Radar 2023: E-Commerce Tech

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# Executive Summary

Southeast Asia's e-commerce market is projected to reach a staggering value of \$172 B by 2025.

Southeast Asia's e-commerce landscape is undergoing a remarkable transformation, fueled by a perfect storm of technological advancements, changing consumer preferences, and the impact of the COVID-19 pandemic.

With the rapid adoption of mobile technology, an increasing number of online shoppers, and the popularity of digital payment methods, the region's e-commerce market is poised for exponential growth.

A defining factor in Southeast Asia's e-commerce landscape is the rise of mobile commerce or m-commerce. As the region boasts one of the highest smartphone adoption rates globally,

mobile devices have become the primary means of accessing the internet and engaging in online shopping, food deliveries, and overall consumption.

With over 50% of all online sales in Southeast Asia conducted via mobile devices, businesses are increasingly focusing on optimizing their platforms for a seamless mobile shopping experience.

As the region's e-commerce market continues to soar, with Indonesia leading the charge and key players dominating the market, the future of e-commerce in Southeast Asia looks promising, heralding a new era of convenience and innovation for consumers and businesses alike.

# Why Businesses Should Give QR Codes a Second Scan

Traditional static QR codes give QR a bad rap.

It has its advantages, sure — but businesses easily write it away, thinking it's just a single-purpose one-off scan. This was especially true for restaurants, and we've expressed how we both agree and disagree on the fact that [QR Menus have got to go](#).

However, multi-function QR codes offer additional benefits that can enhance the effectiveness and versatility of these digital tools that businesses overlook, which can greatly elevate marketing campaigns and customer experiences.

It saves time, money, and manpower. Here's how:

## 1. Flexibility and Adaptability

- + Multi-function QR codes allow businesses to update the URLs or content for the code without needing to reprint or redistribute physical materials.
- + This flexibility allows businesses to adapt their campaigns in real-time, by adjusting offers, promotions, or information as needed.

## 2. Tracking and Analytics

- + One of the significant advantages of multi-function QR codes is their ability to track and collect valuable data. Businesses can gain insights into customer engagement, scan rates, and user demographics through analytics tools.
- + By understanding how customers interact with the QR codes, businesses can improve their product selection, stock availability for bestsellers, and tailor marketing campaigns accordingly.

## 3. Dynamic Content Delivery

- + Multi-function QR codes enable businesses to deliver personalized and dynamic content to customers.
- + By linking the code to dynamic landing pages or content, businesses can tailor messaging and user experience based on factors like location, language, or user preferences. This personalization can significantly enhance customer engagement and increase the chances of conversion. For example, a retailer could present

QR Codes aren't just for menus — multi-function QR codes offer businesses a range of functions that help elevate both customer and staff experience.

The flexibility and adaptability of dynamic codes enable businesses to make real-time adjustments, while tracking and analytics provide valuable insights for data-driven decision-making.

By embracing this technology, businesses can leverage the power of QR codes to engage customers, enhance brand visibility, and drive business growth in the digital age.



# How Businesses Can Optimize the Online-2-Offline Experience

The O2O model is revolutionizing the retail industry in Southeast Asia, allowing customers to browse and purchase products online, choose convenient pickup or delivery options, and even facilitate returns or exchanges at physical store locations. See how businesses apply this approach:

## 1. Sharing online platforms all in 1 link

+ Businesses recognize the importance of building a strong online presence to engage customers effectively. Tools like link-in-bio serve as a valuable tool for consolidating various online platforms and social media accounts into one user-friendly hub. This allows retailers to showcase their products, share updates, and provide links to their website, webshop, or social media profiles.

## 2. Setting up a user-friendly website

+ Retailers understand the value of having a user-friendly website, allowing customers to have a smooth browsing experience. Retailers can also expand their reach beyond physical stores, catering to customers who prefer to shop online or may be located in different geographical areas.

## 3. Claiming orders with convenience

+ The integration of a webshop into the O2O model offers customers a flexible shopping experience, allowing them to place orders, choose their payment method, and arrange for pickup or delivery.

+ This allows customers to transition from online interest to physical foot traffic, tailoring their shopping experience to their specific needs. Whether customers prefer the convenience of delivery or to personally inspect and pick up items, the O2O model accommodates both.

## 4. Redirecting foot traffic back to stores

+ The O2O mode encourages customers to explore physical store locations after discovering products online. By providing the option for in-store pickup or returns and exchanges at physical stores, businesses bridge the gap between the digital and physical worlds. This enhances customer convenience, allowing for a tactile shopping experience, and builds stronger customer relationships.



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- Menu Management
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