

International CRE & CSQS Leadership Summit 2014 & Hong Kong International CRE Innovation Expo

Engaging Customers through Mobile Apps @ Era of mCommerce



1st QNet IR completing challenges on our gamified video training app - QNet Edge

Customers are now growing evermore powerful and demanding with a digital revolution driven by mobile, social media, cloud computing and advanced big data analytics. With all these technologies at play, customers are expecting companies to engage them consistently in real-time across all digital and non-digital channels.

Differentiate with service excellence

“With so many competitors, we need to differentiate ourselves through service excellence,” shared Mr. Haldun Arin, CEO of QNET. “Putting customers first and delivering

a consistent, relevant and individualized experience which keeps them coming back and referring others to our company are our key to success. In this digital age, we must master our key through technological innovations.”

Holding firmly its corporate philosophy, RYTHM, which stands for Raise Yourself to Help Mankind, QNET Limited (QNET) is a 100% eCommerce company and one of Asia’s leading direct selling companies. QNET uses technology to provide borderless opportunities through their eCommerce platform to people in more than 100 countries everyday.

“Customers expect companies to know them personally and invest in maintaining and enriching this relationship moving forward. The only way a company can overcome these challenges is to invest in time, people and platforms related to these technologies,” said Arin.

International recognition to mCommerce

In response to the dynamic changes in consumer habits from offline to online, from actual storefronts to computers and mobiles, QNET has launched their CRE and innovation services through their latest mobile apps, namely, QNET Mobile, VCon app and QNET Edge, which help to engage

their global customers by delivering the brand promises; and lead to winning the Hong Kong International Expo Innovation Awards on the Best mCommerce Customer Engagement Apps category.

“It is an honor to be chosen as a winner in the mCommerce Customer Engagement Apps category. Our journey in realigning our global eCommerce business with mobile is a long but rewarding one, and in many ways we are only beginning. This award is just fantastic encouragement for us, especially for the team at QNET who has worked so hard to bring the apps to life. Thank you.” said Arin.

Success to mCommerce strategy

QNET attributes the success of their mCommerce strategy on their belief that investing in mobile technology will bring their customers a better experience, and also their courage to try different mobile experiences while constantly listening, testing and iterating to continuously improve their customers’ mCommerce journey. “We have started to use predictive analytics with data collected online and offline to anticipate their needs and provide services more effectively and with a personal touch,” he said.

Stay competitive with new ideas

In order to stay competitive, QNET regularly sends staff to APCSC’s training courses and participate in the roundtable discussions, experience sharing and exhibitions to exchange experiences and ideas among other companies with the same passion towards customers, and converting these ideas into customer engagement and digital innovation projects. “We are very confident that there will be a positive impact on customer retention as well as our service standards,” said Arin. “We must also educate ourselves and have a stronger understanding, appreciation and ability on how to leverage these technologies and provide the best support possible to our customers,” concluded Arin.



QNet IR appreciating our QNet Mobile App 5.1

QNET



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