

Braving the Epidemic

敢創抗 疫

Keeping calm and allowing retail businesses to carry on through the pandemic



Natalie, a district manager of a luxury jewellery brand, let out a sigh of relief when she saw the monthly revenue report, "Can't believe we caught up..." Sales had been catastrophic since the coronavirus outbreak. The jewellery brand had even shortened store hours to reduce operation costs.

With a dozen branches under Natalie's wing that were all heavily hit by the pandemic, she was expecting to receive lay off letter, rather than a brilliant revenue report.

This was thanks to the management and sales software platform SleekFlow adopted by the company. Natalie's golden Rule of Success had always been sincere smiles and helpful service yet seeing her teammates complete transactions after transactions using SleekFlow, she realised it was perhaps time to embrace a new era.

Natalie has been able to use SleekFlow to segment customers according to their ages, gender, preferences in jewellery, and even their purchasing history. She sends targeted promotional message to various groups and is able to delegate these tasks to designated managers.

Of all the messages sent, the birthday promos and the "matching jewellery with your loved one" during Valentine's Day had been two winners. These timely communications have led to a good number of online transactions for the brand.

SleekFlow is a centralised platform for sales and customer management. It allows team members to access all messaging channels, including WhatsApp, WeChat and Facebook, in a single interface to synchronise all activities as well as real-time segmentation of customers to allow the team to tailor promotions according to the background of the customer. This improves operational performance greatly by delivering a single digital window for both staff and their supervisors across multiple teams, increasing sales in the process.



Due to the pandemic, SleekFlow recorded a frightening drop of 60 percent in its business in the first quarter of 2020. But the customer and sales management company swiftly adapted and identified the potential of the new stay-at-home economy and social commerce. The firm upgraded its platform, enhanced the internal communication functions and concentrated on working with luxury brands. By the second quarter, its business bounced back up by up to 400 percent.



Henson Tsai, the co-founder and Chief Executive Officer of SleekFlow, said, "Customer experience is the new brand. Under the epidemic, customer experience and services are the key to coming out ahead, which is why we are committed to perfecting the online shopping experience and customer support. This helps promote communications within and beyond the corporation, helping it thrive in the digital era."

Quick facts



- SleekFlow helps enterprises in their digital transformation journey. Its revenue has increased 400 percent in the second quarter of the year.
- SleekFlow has a new hidden message feature, where team members can discuss specific needs of a particular customer, saving the time to forward the matter and discuss it out of the platform.
- The platform helps companies to better manage their teams by tracking messages replied to, as well as turn-around times and the sales made by each employee.

Company Profile

Cyberport Community Member SleekFlow is a centralised messaging platform. It enables different teams of the enterprise to engage with the customers simultaneously. The powerful messaging automation helps to convert likely prospects into confirmed customers. And its data analysis offers savvy insights for enterprise to make sales strategies



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Learn more about SleekFlow

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高級珠寶品牌的分店區域經理Natalie，看着今個月的營業額，不禁鬆一口氣：「想不到今個月也能追到數……」。受疫情影響，實體店客人門可羅雀，Natalie公司為節省成本更縮短了營業時間，Natalie要負責旗下十間分店業務，本抱着隨時被炒的準備，想不到公司新引入的SleekFlow客戶管理及銷售應用程式，讓同事在家「躺著亦能做生意」，能為她及團隊起死回生，令一向崇尚傳統面對面銷售力量服務的Natalie，切實體會新時代客戶網絡互動及服務模式的轉變，直接感受善用科技的好處。

Natalie便利用SleekFlow相關功能，根據顧客年齡、飾品需求、性別、過往消費紀錄等，來群發不同珠寶訊息，並分流給各個客戶經理，又在顧客生日時發送珠寶優惠，情人節發送「情侶配飾」，在疫情期間依然與顧客保持聯繫，更促成了不少「網購」交易。

SleekFlow是一個一站式管理營銷平台，能整合即時通訊軟件如WhatsApp、WeChat及Facebook等對話及訊息，連接後台，轉化流量，讓不同部門的同事，能於同一版面查看所有活動紀錄，甚至將客戶實時進行分類，基於該客戶喜好背景，發出最適合的訊息增加銷售機會，大幅提高銷售團隊生產力。



SleekFlow聯合創辦人兼行政總裁蔡廷峰Henson表示：「Customer experience is the new brand，疫情下要提高銷售額，顧客體驗及服務成為致勝關鍵，因此我們致力改善線上購物體驗和客戶支援服務，以促進企業內外溝通，在數碼時代突圍而出，共渡時艱。」



事實上，因為疫情SleekFlow今年首季營業額較去年大跌60%。不過SleekFlow看準宅經濟和社交商貿的大趨勢，集中火力與奢侈品零售品牌合作，即時為平台升級，新增更多內部溝通功能，成功令公司第二季業務激增400%。

速覽



- SleekFlow把握疫情商機促進企業數碼轉型，令第二季業務激增400%。
- SleekFlow新增隱蔽訊息功能，助員工在平台討論客戶的特定情況，避免轉寄訊息混亂並節省時間。
- 平台能紀錄每位員工的訊息流量、回應速度及銷售成績，協助管理提升。

公司簡介

數碼港社群成員SleekFlow是一個整合即時通訊軟件的對話營銷平台，讓企業團隊有效同時協作回覆客人，並以強大的自動化功能以對話轉化更多潛在客戶，自動的數據分析更有助營銷策略。



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