

## **SmarTone Causeway Bay Store launches with a new look Bringing a quality and digitised customer experience to life**

(Hong Kong, 5 Jul 2018) SmarTone Causeway Bay Store\* launches with a refreshing design to inject new energy into the brand. Coupled with digitised customer services, the store is committed to delivering innovative and caring in-store experience.

The fascia signage of the store adopts the streamline design concept. Combined the curved shape of S with the lighting effect, the design showcases that SmarTone does not only provide customers with 'Speed', but also '5S' - the new standard in mobile service industry, delivering mobile experience with speed, stability, seamlessness, security and service. The new layout embraces a contemporary and simple style with red and white as the primary colours, coupled with wood-style design and soft ambient lighting to create a more welcoming and comfortable shopping environment for customers.

To deliver a caring shopping experience, the new store has introduced SmarTone Front Desk system on which customers can get the latest information on service plans, smartphones and accessories through the tablets in every zone of the store. Customers can even put their favourite items into the shopping cart for checkout later online. This allows integration of physical and online stores to provide a seamless O2O (online to offline) shopping experience for customers. Also, customers can easily and quickly share product information with friends with a few clicks through QR code, email or SMS at SmarTone Front Desk.

### **Themed Zones Designed for New Store:**

#### **Latest Technology Products**

SmarTone has been at the forefront of the robotics trend in the local industry. Last year, SmarTone was the first mobile operator to bring smart robot NAO in store for customer engagement. It continues its effort to introduce the new generation of intelligent robot pet to the new store. Through interacting with human, it can develop its own personality over time. It can perform a wide range of lively and interesting movements including tail

wagging, shaking hands and barking. Smart pet feeders and water dispensers are also on display. SmarTone is committed in bringing smart living to customers with the latest gadgets such as intelligent robots and Star Wars™ First Order Stormtrooper Robot.

## **Service Plans**

Customers can make use of the tablets to check out all the available service plans that can meet their different needs. They can send out enquiries to our frontline staff for more information.

## **Smartphones**

The latest and hottest mobile phones of different brands are on display to keep customers on top of trends. This area is installed with tablets loaded with smartphone information for customers to choose the best-suited phone in a relaxing environment.

## **Self-servicing**

Customers can make use of self-payment kiosk in this zone. With an easy-to-use interface, customers can easily and quickly select services required including payment, contract renewal and information update for convenience. In case of enquiries, customers can directly contact our dedicated customer service representative for assistance through one click on the phone.

## **Latest Accessories**

Handpicked latest accessories ranging from phone cases to chargers and earphones, etc on display on the rotating display stand for a one-stop shopping experience for customers to mix and match and create a unique smart phone. No matter you are sports, music or smartphone accessory lover, this zone can provide you with numerous choices.

## **SmarTone Plus Members Area**

Designed especially for our esteemed and selected customers, this area is spacious and inviting in which SmarTone Plus members can enjoy privileged services and professional support. The décor design is second to none together with superior privileges for members to enjoy a plethora of caring services.

# SmarTone

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The store implements digitised approach with the use of in-store digital poster, digital screen and digital promotional materials to keep customers abreast of the latest promotional information with ease and to reduce the use of paper.

The newly refurbished store is now giving away limited-time surprise offers. Head to Yee Wo Street Store to play the AR game, look for the location of '5S' images in store on the AR apps with camera and stand a chance to win up to 50% latest accessory discount#. Enjoy the new store offer together!

\*Store location: Shop G2, G/F, McDonald's Bldg, 46-54 Yee Wo Street, Causeway Bay

Opening hours: Monday – Sunday: 10:00 am - 10:00 pm

#Limited availability while stock lasts. For details, please contact our staff at store

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News Release