

SmarTone-Vodafone brings unparalleled retail experience to customers with its new ifc store expansion

(Hong Kong, 11 August 2011) SmarTone-Vodafone reopens its enlarged store in ifc mall in Central today. The store adopts a new generation of design bringing greater flexibility in the use of space and an unparalleled retail experience to customers. The new retail design enables more efficient placement of products and demonstration tools throughout the store's footprint, and customers can be served anywhere with the help of a new wireless retail system.

"Our new store design aims to bring customers closer to our services as well as the products on display - part of our continuing efforts to provide unbeatable and more valuable experiences to them. All in-store devices are active and connected, allowing customers to try them out as they wish," says Douglas Li, CEO of SmarTone-Vodafone. "Our retail staff is always on hand to assist, with the full resources of our customer management system now wirelessly enabled through the new retail terminals. Customers can be served anywhere they wish within the store and improved operational efficiency is expected with the elimination of all paper work."

SmarTone-Vodafone is also the first in Asia to adopt the latest payment solution from VeriFone and Global Payments, operating wirelessly on iPhone platform. The solution provides encrypted data transmission on the HSPA network, enabling sales staff to conduct transactions anywhere in the store. This new technology will be rolled out across all SmarTone-Vodafone's stores in due course, together with the new retail design and wireless customer management system, bringing an outstanding retail experience to all customers.

"Exemplary service, quality and innovation have always been at the core of what SmarTone-Vodafone stands for. The combination of these initiatives sets new standards in customer service and mass retailing in Hong Kong and we are confident that our customers will love the difference," added Mr. Li.

Notes to the Editor:

Shop address

Shop 1025

Ifc shopping mall, Central

Opening Hours

Mon-Sat: 8:00am-9:00pm

Sun/PH: 10:00am-9:00pm