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8月銷售表現再創新高 多方面加強配送能力 提升服務質素

HKTVmall業務持續增長，8月份的銷售成績更創出新高記錄，訂單總商品交易額達6.33億港元，平均每日訂單量增至42,700張訂單，並共有549,000名獨立客戶於HKTVmall購物，表現令人鼓舞！

網購平台的成功因素，並不單只是網上平台的設計，而是講求整體的客戶體驗；當中，最重要一環是物流配送，將商品準時齊備地送到客戶手上。因此，HKTVmall非常重視物流配送這個重要的客戶接觸點，除自設配備多個溫度間隔的送貨車將不同儲存溫度的商品同一時間送貨之外，亦設有系統監察服務表現。以本年8月為例，HKTVmall的成功配送率已超過99%，8月份的準時配送率亦平均超過97.5%，反映HKTVmall維持高派送效率及服務質素。

多通牌 - 澳洲全脂牛奶【原箱-十二支裝】

S218000127000501A S2180001_S_27000501A

訂單編號: 評論編號: 6

三昌好好辦館有限公司 S2180001

VIP

★★★★★ 2021-09-13 11:56

包裝優良 送貨服務優良 包裝外觀良好 性價比高

原箱購買包裝原好，送貨員主動提醒重，要小心處理，好細心

大街市 - 黑椒豬扒 (急凍-18°C)#豚肉#鐵板#氣炸#燒烤

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訂單編號: 評論編號: 6

大街市 H0888001

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包裝優良 會再次回購 送貨服務優良 性價比高 其他

多次購買，方便煮食，味道唔錯。在此特別讚吓送貨員，他特意提醒我最好除去外包裝袋再擺入雪櫃，避免污糟，上一兩次我未及時回家收貨，他們又特登提我有冷凍食物快點回來處理，服務周到。

斧頭牌 - 檸檬護膚洗潔精(補充袋裝)

H088800110106016A H0888001_S_10106016A

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南順 H1009001

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其他

送貨哥哥很好，在如此炎熱環境下，也有細心告知貨品及知我的卷紙多，會幫忙教我如何放車仔，比較好拉，十分優質服務

HKTVmall現時於5個地點設有6個智能物流中心，並設有不同的自動化機械系統，處理不同溫度及種類的超市產品，同時處理訂單中商戶貨件的中轉程序：位於青衣及將軍澳的物流中心設有機械化自動倉儲及執貨系統，主要處理超級市場的乾貨產品及快速流動的消費者消耗品；葵涌及長沙灣設有-18度的冷凍倉設施，專門處理急凍、冷凍和新鮮食品，以及急凍貨件的中轉；屯門的物流中心設有自動化交叉帶式自動分揀系統，以處理商戶貨件的中轉。而最新設立的物流中心同樣位於青衣，主要處理大型及原箱的乾貨產品，現時已陸續投入運作，為我們提供額外的配送能力。



早於HKTVmall開業時，我們已建立自家的派送團隊，現時約有350部貨車運作。我們的特製送貨車設有三個倉存位置，使車廂能夠同時存放三種不同溫度的貨品，讓我們將顧客訂購的不同貨品，包括凍肉、鮮貨、室溫產品如超市貨品、電器家品等，能夠一次過以最佳狀態送到指定地點。配合完善車隊管理系統，令後勤中心與車隊可以時刻保持緊密連繫，更可實時監測到送貨車狀況。



Room temperature
compartment for general
merchandise



-18°C compartment for frozen food



0-4°C compartment for chilled food

HKTVmall會繼續加強配送網絡及物流系統，以應付未來訂單數量的強勁增長，並加強與商戶合作，讓顧客感受到網購的方便。



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資料來源：
YouGov BrandIndex

Achieved New Record High in August Sales Performance Strengthen Fulfilment Capacity in Various Aspects To Enhance Service Quality

HKTVmall's business maintains the growth momentum which achieved new record high in the sales performance in August - HKTVmall brought encouraging results by achieving HK\$633.0 million GMV on order intake, an average daily order number of 42,700 orders, and 549,000 unique customers whom made purchases at HKTVmall.

The critical success factor for an online shopping platform not only lies on the design of the shopping portal, but also the overall customer experience. Among all, logistics and fulfilment is the most important customer contact point. Apart from equipping with multi-compartment delivery trucks that enables us to deliver goods requiring different storage temperature in one go, we have systems in place to closely monitor our service performance. Taking August 2021 as a reference, the Successful Delivery Rate for delivery is over 99%, with an average of over 97.5% On Time Delivery rate in August, reflecting HKTVmall maintains the advantage on high delivery efficiency and service quality.

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HKTVmall currently has 6 fulfilment centres in 5 locations with different automation systems to handle types of supermarket products that require storage at different temperature levels, as well as the parcel transit from merchants. At our fulfilment centres in Tsing Yi and Tseung Kwan O, where a robotic and automated warehousing and pick/pack system was installed, handles mainly supermarket products at room temperature and fast-moving consumer goods. The warehouses in Kwai Chung and Cheung Sha Wan with cold storage facilities specializes in the handling of frozen, chilled and fresh food items, as well as the frozen order transit. The cross-belt sorter system located in Tuen Mun fulfilment centre mainly handles the parcel transit from merchants. The newly established fulfilment centre is also located in Tsing Yi, which mainly handles bulky and full case grocery products. It has been put into operation in phases to provide us with additional fulfilment capacity.



Since the establishment of HKTVmall, we have started to build our self-managed distribution fleet, and currently has about 350 trucks in operation. Our delivery trucks are equipped with 3 storage compartments, capable to handle product storage at 3 different temperature levels simultaneously, which allow us to deliver different items including frozen meat, fresh food, and general merchandise include supermarket products, electrical appliances, houseware items, etc. in one go. We also introduced the fleet management system so the fulfilment centre and the fleet can be kept in close contact at all times, as well as monitoring the real-time status of our delivery trucks.



Room temperature
compartment for general merchandise



-18°C compartment for frozen food



0-4°C compartment for chilled food

HKTVmall will continue to strengthen the distribution network and logistics system to cope with the strong growth of our business, and to strengthen the cooperation with merchant partners so that customers can feel the benefits and convenience of online

shopping.



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