

Case Study: Growth Case Study



Re-Hub helped one of the largest apparel retailers in the world to generate 33% more sales from their WeChat mini program

THE CHALLENGE

The client, one of the largest names in fast fashion, wanted to improve the conversion rates of visitors to their WeChat mini program.

WeChat mini programs have become an essential component of the Chinese retail landscape, with **US \$115bn** being spent in them in 2019. However, overseas brands have been slow to make the most of this golden opportunity and leverage the base of more than **1bn** registered users on the platform.

The client had finally launched their mini program, and found that although traffic was strong, the conversion to sales was poor. Re-Hub were brought in to find digital innovations that could change the situation.

Due to their size, the client is risk-averse and stressed the importance of reliable solution with a proven track record in apparel.

Solution:



Analysis:

Re-Hub first analyzed the client's mini program data and assessed that their biggest issue was that they had too many SKU's and consumers were finding it hard to find what they were looking for.



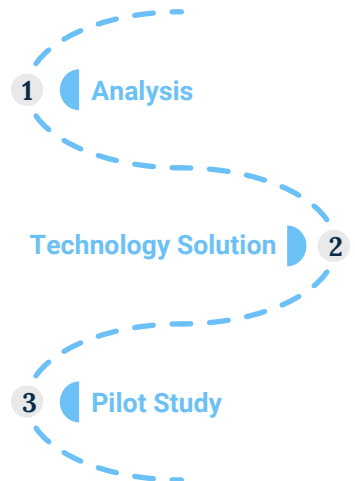
Technology Solution:

The Re-Hub team suggested a voice-enabled chatbot that empowers consumers with faster more refined search and precise product recommendations. This specific solution had also been used by other major apparel retailers.



Pilot Study:

A pilot study for the solution was conducted and was fully implemented in September 2019



Technology Utilized: Voice-Enabled Chatbot

- Task-oriented natural speech Smart Chat-Bot
- Recommendations made using brand's knowledge graph
- NLP engine and proprietary algorithm transfers voice-into-knowledge

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Re-Hub's network of tech providers is so vast that not only is it possible to match a right solution, but also one targeted for the client's specific sector”

Key Stats:

33%

Increase in WeChat mini program sales

144%

Increase in repurchase rate

25%

Increase in traffic to WeChat mini program

Results:

The provided solution greatly improved the product search and recommendation process, generating a **33% increase in revenue** for the client. They were also able to use the backend analytical insights from the voice data to refine their product tagging and keywords.



If you would like more information on how Re-Hub can help your business find and take advantage of new growth opportunities in Asia, reach out to us at hello@rehub.tech