



The LOHAS Mall Delivers Personalized Experience with Integrated Smart Mall Platform



Company overview

The LOHAS is a 480,000-square-foot mega shopping mall under MTR Corporation, being home to nearly 150 retail tenants including entertainment, leisure and community facilities. The LOHAS features the largest indoor ice-skating rink in Hong Kong, the largest cinema in the whole Tseung Kwan O town, high-technology entertainment facilities, etc.

Challenges

With higher customer expectations towards more digitally connected environments, The LOHAS requires a smart platform fully integrated with the MTR mobile app and various systems to deliver innovative services and unparalleled shopping experience to thrill the visitors. The solution is expected to strengthen the unique positioning of The LOHAS as a smart and stylish shopping destination, which not only attracts local residents but also shoppers from nearby districts, secures customer loyalty and enhances the brand image of the MTR malls.

Challenges

- Require a smart platform involving complex integration with the MTR mobile app and various systems
- To improve services, customer experiences and loyalty

Solutions

- A fully integrated smart mall platform

Value created

- Increase convenience and facilities usability
- Enhance customer experience and satisfaction



The integrated smart mall platform developed by PCCW Solutions empowers The LOHAS as a comprehensive lifestyle landmark, delivering seamless shopping experience and differentiated services by incorporating smart technology into everyday life.

Solutions

With strong expertise in systems integration and delivering end-to-end digital solutions, PCCW Solutions is designated to design and build the integrated smart mall platform for The LOHAS, seamlessly integrated with the MTR mobile app, car park management system, on-premises facilities and other third-party online services.

Leveraging the LoRaWAN solution with IoT-enabled devices, the smart washroom indicates real-time cubicles occupancy and waiting time via the MTR mobile app. The calculation rules of such information can be created and adjusted manually. The smart washroom also generates highly

trends and peak hours.

Customers can redeem free parking by uploading valid shopping receipts through the MTR mobile app, and the redeemed privilege will be recognized by the exit gate of the mall's car park management system. The web application and necessary front-end devices such as cameras and scanners also enable manual redemption. Car park operators can monitor, control and manage the redemption status and rules.

The integrated smart mall platform also supports third-party online services including ice rink and movie ticketing, subject to the API interface. Customers can browse basic activities information, be redirected to the third-party website, and complete ticket booking and payment.

Moreover, through system integration with the fresh market promotion platform, daily promotion information from the fresh market can be viewed and enquired.

The smart platform also supports mall facilities booking and pickup processes with backend operating management and inventory updating functions. Customers may reserve mall facilities through the MTR mobile app and pick them up at mall concierge. Booking records and statistics are available.

Value created

With PCCW Solutions' integrated smart mall platform in place, customers can easily browse facility information in real-time, increasing customer convenience and mall's facilities usability. Customers can also enjoy an array of self-services,

enhancing customer experience and satisfaction.

By digitizing customer services, The LOHAS elevates innovation and sustainability, delivering personalized experience and better lifestyle.

About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong, mainland China and Southeast Asia. We adopt the latest technology to help clients create business value and success in the ever-changing economic environment. We offer a wide range of services including digital solutions, IT and business process outsourcing, cloud computing, system development and solutions integration, data center hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals and transform digitally.