

ACCESS CHINA CASE STUDIES

Engaging Chinese Consumers | Scalable Digital Platform & Global Delivery | IoT Innovation

ThoughtWorks®  Ventures

A photograph of two young women in a public space, possibly a market or festival. The woman on the left is wearing a colorful, patterned shirt and holding a clipboard. The woman on the right is wearing glasses and a light-colored shirt, looking at a smartphone. The background is blurred, showing other people and structures.

ENGAGING CHINESE CONSUMERS



[Click to watch the full story](#)

Award-winning Engagement Platform on top of WeChat to Leverage the Retail Opportunities in China

Myer is Australia’s leading department store with a revenue of \$3.3 billion AUD in 2016. Over 1.4 million Chinese tourists visited Australia last year, spending on average \$8000 a visit. Myer saw this as an opportunity to generate a new revenue stream, and partnered with ThoughtWorks to identify new ways to connect with this previously untapped segment.

In January 2017, following five weeks of rapid development, Myer launched Australia’s first digital engagement platform on top of WeChat, aiming to attract Chinese customers to shop in-store, just in time for Chinese New Year.

This innovative platform provided Myer and its brands with a gateway into the lives of Chinese consumers, who have dramatically increased spending in stores since the launch. What’s next? Myer continues to grow their engagement platform further, expanding their reach throughout mainland China, Hong Kong and beyond.

RESULTS:

(Chinese New Year period)

400%

ROI

15.43%

average daily WeChat followers growth rate

127,000

content views



By working with the WeChat platform, for the first time I've been able to measure the customer journey — from discovery, to digital engagement, right through to purchasing in our stores.



**Pete Mitchley-Hughes,
Executive GM Business Transformation, Myer**



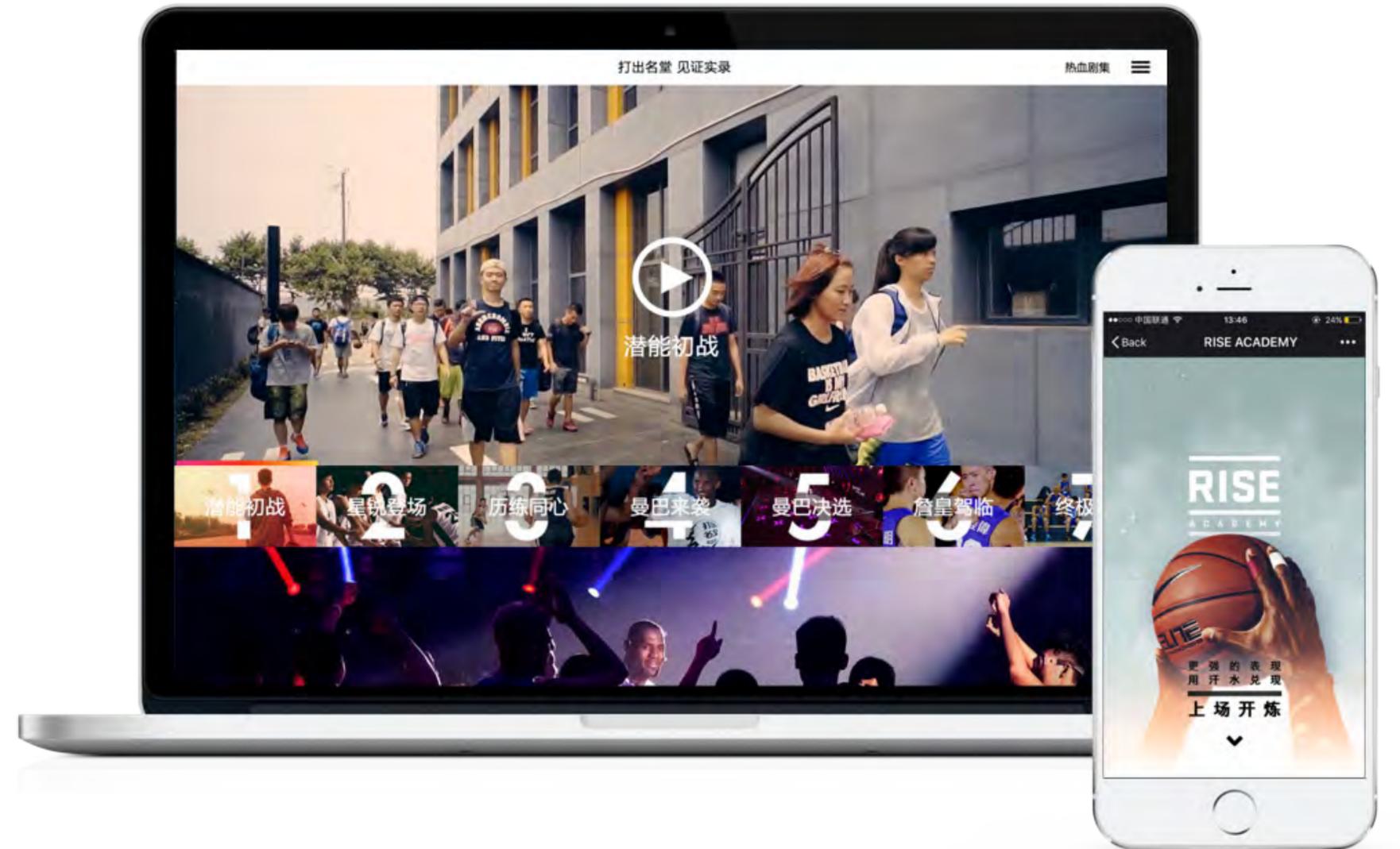
Digital Campaign Platform

China's complex digital and social ecosystem means that Western brands need to rethink their marketing and technology platform strategy when entering China.

We partnered with AKQA, a global digital agency, to help one of the world's leading sportswear brands increase brand awareness in China as well as build an engaged fitness community by promoting their global marketing initiatives.

ThoughtWorks built a multimedia digital campaign platform, that allows brand and store managers post content (videos, games and photos) on multiple channels, including WeChat, a responsive website, and Tencent Sports.

The platform integrates with the CRM and customer data, allowing the brand to effectively manage marketing activities, monitor engagement and drive e-commerce sales.

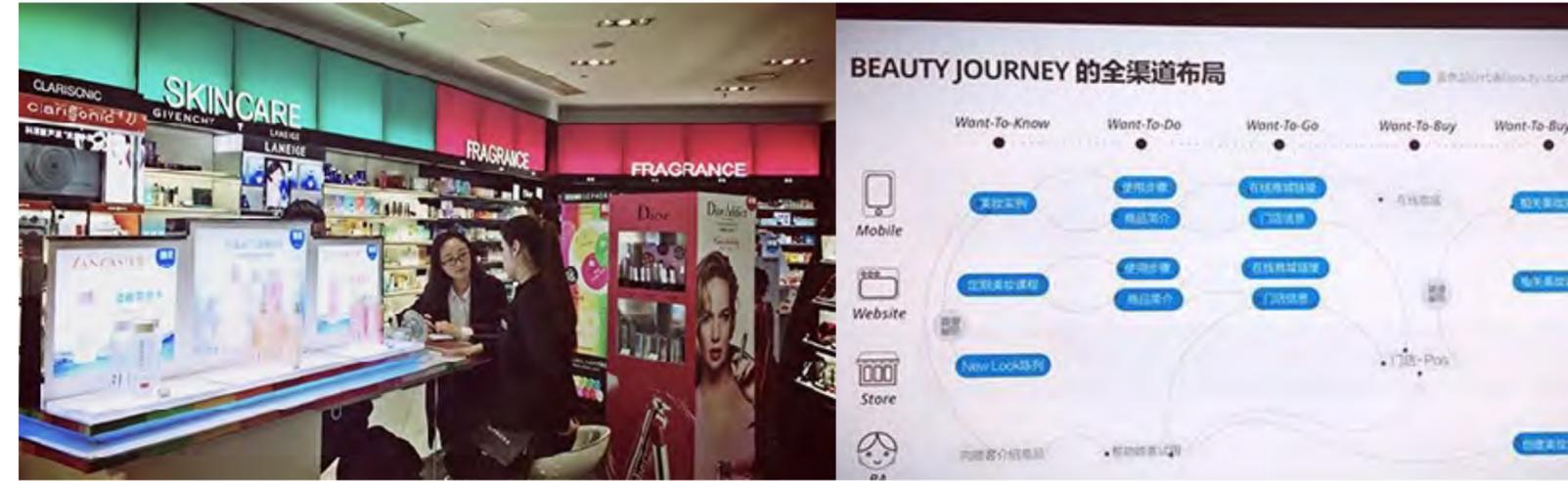


SEPHORA

Mobile Innovation Lab

Sephora, a global cosmetic retailer, has entered China in 2005 and opened 207 stores in 74 cities within less than a year. This rapid expansion did not translate into their digital operations; Chinese shoppers had to access Sephora's official US website and app to engage with the brand digitally.

To better connect with mobile native Chinese consumers, Sephora partnered with ThoughtWorks to run a mobile innovation lab. In just 10 days, ThoughtWorks spoke with hundreds of customers and beauty consultants to better understand the problem space.



RESULTS:

- 3** validated mobile concepts that bring most value to customers
- 3** year technical mobile strategy and transformation roadmap



A huge success as expected! An impressive innovation lab.



Helen Zhou,
Vice President Greater China, Sephora

SCALABLE DIGITAL PLATFORM & GLOBAL DELIVERY



Transforming Real Estate Services Across the Globe

REA Group is the largest property portal in the world, helping millions of people to buy, sell, or lease properties every year.

In 2011, REA and ThoughtWorks joined forces to complete a large re-platforming project for REA's core systems, transforming the way that they deliver Real Estate services to the property market. The partnership evolved to increase REA's agile delivery capabilities, scaling a collaborative culture and agile ways of working across the entire enterprise.

To achieve the scale required, ThoughtWorks established an ODC (Offshore Delivery Centre) for REA in Xi'an, China. This centre of excellence provides the capacity to deliver innovative products from concept to market at speed, offering culturally diverse thinking, as well as building additional capability into REA's own teams.

ThoughtWorks also helped REA enter the China market and capitalise on the opportunity to facilitate transactions between Chinese property investors and international markets. The new digital platform, myfun.com, was brought to life within 6 months of development, giving Chinese investors access to hot properties and real estate services in Australia.

Looking forward, REA is working with ThoughtWorks to understand the industry impact of emerging technologies, including Robotics, Augmented Reality and Data Science, to enable them to continue to lead in an increasingly disrupted and global market.



Our partnership with ThoughtWorks and China gave us access to a group of cross cultural, multilingual creative engineers. Major ideas that started in hack days have made it into successful new products in market.

Cross border technology collaboration requires a black belt in the kung-fu art of agile. ThoughtWorks has been a great partner that inserted itself into the fabric of our culture.



**Nigel Dalton,
Chief Inventor, REA Group**



A 4-year Strategic Innovation Partnership That has Changed the Face of Modern Logistics

SF Express (SFE) is the largest logistics company in China delivering more than 3.5 million packages a day. They are known for their one day delivery service in a geographically complex, high volume market.

With 65,000 vans in more than 250 cities, SFE has partnered with ThoughtWorks to move their routing optimisation system into the cloud. Using Agile and lean methodologies, SFE discovered a new way to bring complex technology products into the market fast. As a trusted partner SFE asked ThoughtWorks to join forces once again to tackle the challenge of creating their new global marketplace.

The new marketplace integrates 18 systems that allow both domestic and international customers access the platform at speed. To allow faster shipping, ThoughtWorks empowered SFE 130,000 couriers with hand held devices. For operations managers, the internal interface includes effective dashboards that allow SFE employees make decisions in real time.

RESULTS:

(upon launch)

200%

increase in traffic

1.5 million

average daily unique visitors

40%

improvement in server's response speed



GLOBAL LUXURY AUTOMOTIVE BRAND

Local Engagement Strategy for the Chinese Market

With growing appetite for luxury brands in China, this premium car producer wanted to provide the best shopping and after-sale experience in a way that would resonate with Chinese buyers.

ThoughtWorks was brought in to create a digital product design and delivery roadmap, as well as bring modern development practices such as agile, lean and design thinking methodologies into every project. Over the past year, ThoughtWorks has successfully delivered the following core products:

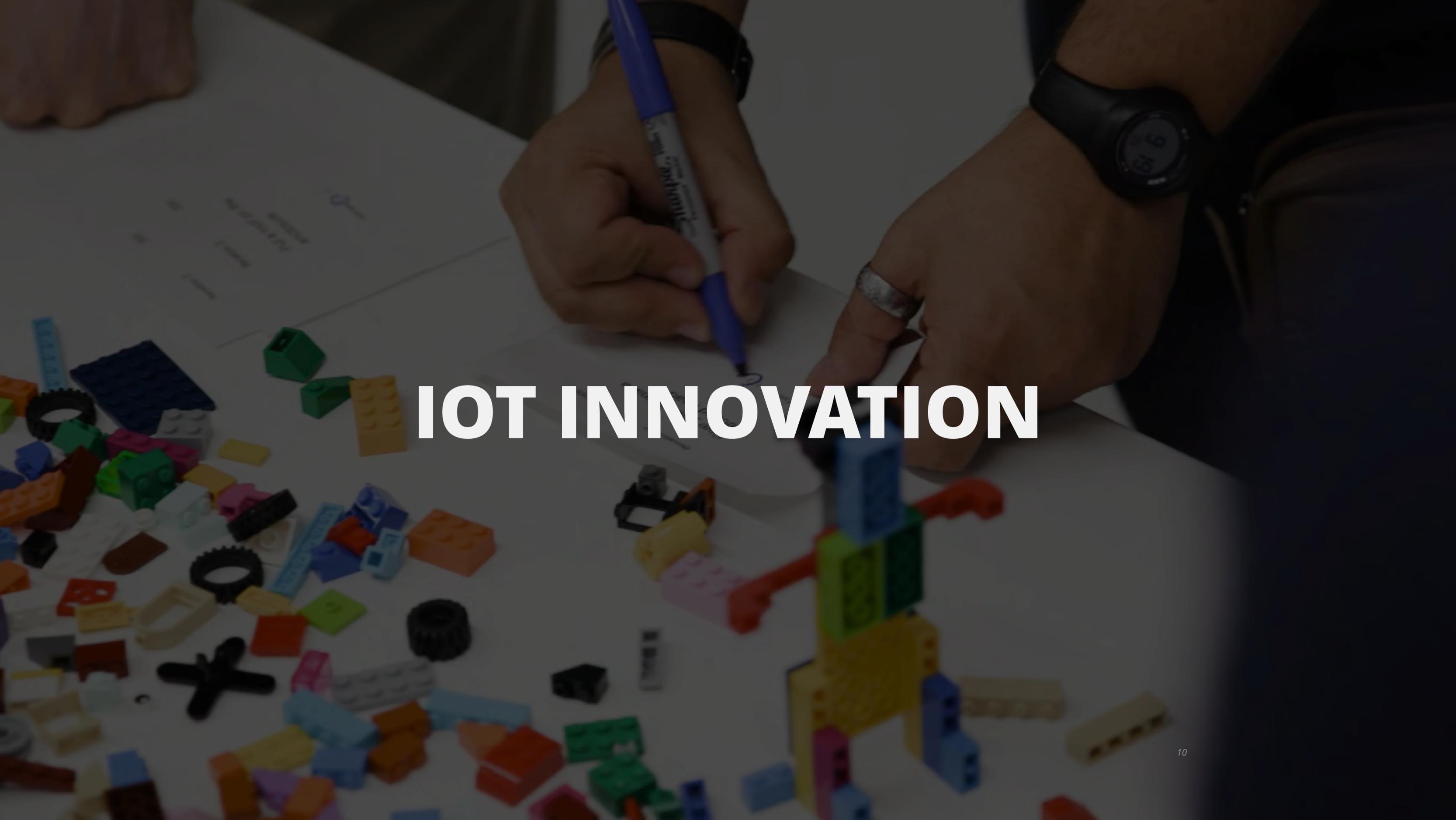
New Generation Core Retail Platform - Launched in 6 Months

This cloud based platform connects online and offline interactions and allows customers to continue their physical showroom experience online, using the immersive 3D car modulator. They can also personalise their car design, access stock in realtime and complete an order through the app. With 24/7 connectivity, the platform empowers sales consultants to follow up with their leads at the right time, based on their interaction with the platform. The platform also connects to the CMS, allowing admin to keep the site up to date.

Service and Parts Trading Platform - Launched in 5 Months

To help customers get their car serviced with genuine parts in China, ThoughtWorks designed and delivered an after-sale part ecosystem that connects dealers, third party part providers and customers. Users can easily check whether a part is genuine by scanning a QR code, while third parties can now order genuine parts with confidence.



A person is drawing on a whiteboard with a blue marker. The whiteboard is on a table covered with many colorful LEGO bricks. The person is wearing a black watch and a silver ring. The text "IOT INNOVATION" is overlaid in the center of the image.

IOT INNOVATION



Using IoT to Improve the Lives of Australians with Low Vision or Blindness

Guide Dogs Victoria (GDV) is a charity who provide vital support for Australians with low vision or blindness to become active and involved members of the community.

In its 60th year and known for its history of advancements in dog breeding, the organisation is focusing now on digital innovation to evolve its services into the future. The guide dog services represent only 30 per cent of what they do, so digital innovation has a big role to play in empowering their clients to become more independent.

People with low vision and blindness face daily challenges, including navigating busy intersections, where they can easily veer outside of the safe crossing zone. This can significantly restrict their ability to travel independently. ThoughtWorks partnered with GDV to observe and understand the challenges and needs of their clients, before exploring a number of potential prototypes that could be developed to address this issue.



I was really blown away by the prototype. The simplicity of the solution and the way that it addressed the problem we identified was fantastic.



**Alastair Stott,
General Manager Client and Guide Dog Service, GDV**

Together we designed and built four low fidelity prototypes, aimed at helping users to 'line-up' whilst preparing to cross the road, and provide feedback to help them to stay in the safe crossing zone while crossing the road.

After this initial discovery phase, we tested each solution with real users and narrowed our focus to the most user-friendly and technically feasible solution. ThoughtWorks expert IoT team in China has brought the innovative idea to life and is currently looking into progressing the prototype into the engineering sample phase, together with hardware partners from Shenzhen, China, in order to take the product to market.