

EMarketing Campaign Services

電子化綜合市場推廣服務

Integrated eMarketing Promotion Service

產品宣傳及市場推廣的媒體日新月異，傳統的宣傳媒體已不能滿足客戶的需要。配合市場的需要，看漢為各大小企業提供綜合的互動市場推廣方案，服務包括：網上短訊平台、傳真推廣、互動電話語音系統以及手機應用程式編寫服務。客戶可以無需在硬件、軟件或是電話線上作投資，更可作一次性的市場推廣活動，大大節省推廣費用的支出。

Product advertisement and market promotion get moving with each passing day. However, traditional media is no longer capable of satisfying modern day marketers' needs in reaching out to individuals for fast and even instant feedbacks. The KanHan integrated eMarketing Promotion Service is a one-stop shop on rental basis providing telephone lines, two-way SMS and fax gateways to campaign design, technical programming and execution. Most campaigns can be ready in a few weeks' time from design to launch.

服務簡介

Service Description



只需透過網上戶，即可發放短訊至香港及國內任何手機。無需任何硬件安裝。

Through an internet account, SMS message can be delivered to any mobile located in Hong Kong and Mainland China without extra hardware installation.

應用 Application

(一) 訊息廣播 Message Broadcast

電話短訊 - 一種嶄新、快捷、直接，而又比傳統電郵宣傳成效更高的宣傳方法。透過由看漢科技開發的網上短訊平台，用戶可選擇透過網上戶口，發放短訊至香港及國內任何手機。此外，透過 CSV 檔案形式於網上儲存通訊錄，同時發放到多個手機，方便發送宣傳訊息。

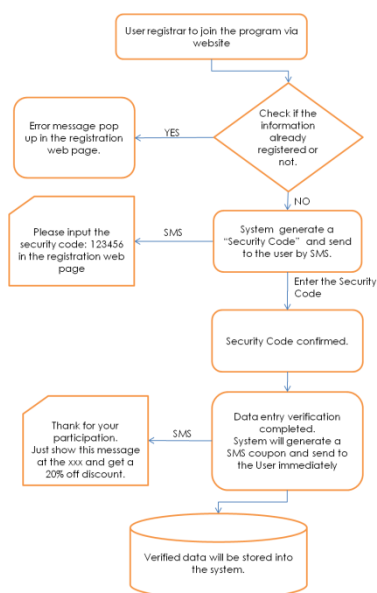
SMS Broadcast - a new, simple and cost effective way to ensure your audience is never out of reach. With the SMS Broadcast Service provided by KanHan, SMS message can be delivered to mobiles located in Hong Kong or Mainland China through an internet access account. By using CSV format, user can have online address book for better data management

(二) 雙向短訊 2-way SMS

看漢會為客戶提供電話號碼作短訊收發之用，並且設計程式自動進行短訊廣播。雙向短訊可按客戶需要附加於電話系統上，令宣傳推廣活動更為互動。客戶只需登入平台介面即可即時閱覽有關短訊發放情況。

KanHan offers rental of mobile telephone number for automatic SMS broadcast and reply. Upon client's request, 2-way SMS can be integrated with IVR System to enrich marketing campaign. Clients review SMS broadcast status from an administrative interface via internet.

系統運作參考 System Operation Reference: 會員身份核對 Membership Verification





大量傳真，無論是新產品的推廣及信息發報，網上 e 傳真必然是最可靠的首選。

A cost effective way to reach thousands of your customers that you have worked hard to establish.

應用 Application

(一) 產品宣傳 Product Promotion

看漢為客戶同時提供多條傳真線，可在最短時間內發出大量傳真。服務提供傳真合併功能，允許內容個人化傳送。看漢的傳真推廣服務使用特設的獨立專線，顧客亦可因應自己的需要租用個人專用傳真線。

KanHan offers concurrent faxing service over multiple phone lines for customers that require high volume high throughput faxing campaign needs. With content-merge feature, clients can send personalized promotion materials. Dedicated fax line from KanHan provides stable service on Mass Fax Campaign. Clients can also have self-own fax line for personal use.

(二) 資訊發報 Information Broadcast

客戶可以傳真配合電話系統作資訊發佈。只需於電話系統上輸入傳真號碼，即可以收取資訊列印版本。客戶更可以傳真作服務確認通知及實時訊息發佈。

Combining fax function to IVR System can provide clients a way for message broadcast. By keying in fax number to the IVR system, user can receive instant message on printable version.

系統運作參考 System Operation Reference



無需要傳真機，客戶的傳真可以附件形式在電郵收取。

Receive faxes straight to your

email as an attachment without



可以在網上收發所有的傳真

Send and receive fax documents to and from any fax number via a web browser

看漢為各大小企業提供完備的互動語音系統(IVRS) 作市場推廣服務，服務包括租用所有必需的硬件、軟件及電話線，客戶不需在基礎設施上作大量投資，方便作短期推廣宣傳之用。

KanHan offers complete Interactive Voice Response System (IVRS) marketing campaign services to both small and large businesses. Our services include all the necessary hardware, software and phone lines. No investment in new infrastructure is required. It is virtually an on-the-fly marketing campaign solution to many of our customers.

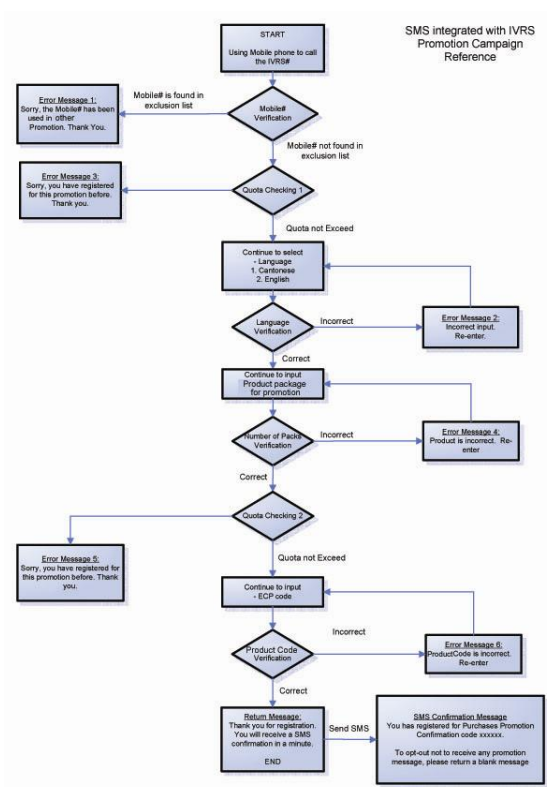
應用 Application

互動語音系統可處理打出或打入電話、播放已錄的訊息包括一些從資料庫或者互聯網上所提取的資料、按來電轉駁到機構內部的服務代理或者轉接到外部線路。資料庫的文本訊息可使用看漢的文字轉語音的軟件使其傳達並轉換成語音訊息。電話互動語音系統可分為以下多種用途：

IVR systems process inbound/outbound phone calls, play recorded messages including information extracted from databases and/or over the internet, and potentially routes calls to either in-house service agents or transfers the caller to an outside extension. Text messages of the databases can also be transmitted and converted to a voice message by using our award winning text to speech software engine. IVR System can be applied to following aspects:

- 話音廣播 Outbound Voice Broadcast
- 市場調查 Tele-marketing Survey
- 顧客服務熱線 Customer Service Hotline
- 訂單記錄 Ordering Entry
- 產品推廣 Product Promotion
- 預約系統 Telephone Booking System
- 電話抽獎 Telephone Lucky Draw Campaign
- 電話投票 Voting System

系統運作參考 System Operation Reference: 電話抽獎系統 IVRS Lucky Draw Campaign



手機應用程式編寫

MOBILE APPLICATION DEVELOPMENT

智能手機的普及令訊息傳達及宣傳推廣的應用上變得豐富多變，因此令手機的程式需求大增。看漢已為多個政府部門、機構及企業設計可於 iPhone 及 Android 應用的手機程式。設計類別多元化，以一站式服務，為客戶編排整套應用程式的鋪排，適合用作為不同的宣傳推廣及資訊廣播渠道。看漢為客戶設計的智能手機應用程式可應用多個範疇：

The popularity of smart phones provides a diversified communication channel on message broadcast and marketing promotion. KanHan Technologies Limited (KanHan) has already developed different types of iPhone and Android applications (Apps) for Hong Kong SAR Government Departments and commercial companies with one-stop solution. Integrated with internet platforms, creative designs and experienced programming skills, the development of Apps by KanHan EDU will be a new media to be applied into various areas:

- 品牌推廣 Brand promotion
- 生活工具 Entertainment
- 消閒娛樂 Utility tools

客戶個案

Case Reference

EDO 薯片 及 Corona Beer

兩大零售牌子 — EDOpack 薯片及 Corona Extra Beer 分別採用 HanPHONE 電話語音系統作即時抽獎之用，以助產品促銷。

To famous retail brands: EDOpack Potato Chips and Corona Extra Beer adopt HanPHONE IVR powered telephone lucky draw applications to conduct product promotion.

客戶以租用形式，於推廣期間應用商用伺服器配合電話介面管道，讓購買產品的顧客可致電熱線進行即時抽獎。系統設有自動核對功能，會按照來電者輸入的資料作檢核。若資料輸入錯誤，系統能即時以語音發出相對應的通知。配合客戶推廣產品的抽獎安排，系統能於來電者致電時通知抽獎結果，並可以電郵形式發送得獎名單與客戶指派的相關人員。整個系統以 XML 程式編寫，客戶由確認訂購電話系統租用服務至正式推出產品抽獎推廣，需時只要 14 個工作天。客戶無需增添任何硬件及電話線等設備，只需提出心目中要求，即可設計成理想的電話流程。



The HanPHONE e-Marketing Platform provides rental base service inclusive of dedicated telephone lines to allow customers dial-in for instant luck draw. With connection to product database, the IVR system is able to verify callers' input data as defined by the campaign rules and notify by voice prompt on error detection for entry retry. The system will announce result instantly once the correct product information is input and send notification email to the responsible person on the winning calls for dispatch of prizes. The lucky draw system is built on a XML environment with speedy development time to catch up with clients' promotion schedule. Without extra investment on hardware and telephone line installation, clients can have perfect call-flow to fulfill marketing purpose.



因應 EDOpack 薯片及 Corona Extra Beer 客戶的要求，兩套系統均以真人錄音，由公司提供專業錄音員予客戶揀選，以挑選最適合產品形象的錄音員。整個過程於公司裡的錄音室進行輯錄，客戶在旁監督，而無需另外租用其他錄音場地。

EDOpack Potato Chips and Corona Extra Beer choose human voice over automatic machine generated voice to interact with callers. Among the professional voice talents supplied by the Company for selection, the chosen voice recorded the campaign specific messages in the Company's studio. Clients have only to pay for the voice talent but not the recording facilities

看漢的【電子化綜合市場推廣服務】為客戶提供一次性的電話系統租用服務，以簡單快捷的方案給予客戶在產品推廣上無限便利。在系統設計以至資料紀錄方面，可以根據客戶的要求而作出彈性的安排，為市場推廣提供一個另類的選擇。

Being the forefront IVR technology developer, KanHan's Integrated eMarketing Promotion Service provides campaign-base IVR system rental service. Marketers can enjoy speedy-and-sound product promotion media via the conveniently available and easy to use telephone communication channel from mobile and fixed line phones. From system design to data logging, the IVR rental system caters for marketers' needs for interactive promotion not using a computer.