

eCommerce-as-a-Service



Consumers are showing greater confidence in online shopping. To achieve higher revenue, retailers are expanding their business to eCommerce, or shifting their focus from bricks-and-mortar store (offline) to eCommerce platform (online).

For retailers which have been focusing on running physical stores, they may need to invest much time and cost to understand the eCommerce practice, develop new business operation model and manage new sales channel.

Get the most values from online business

PCCW Solutions offers end-to-end eCommerce services and solutions from online store setup, webstore management, warehouse logistics, delivery service, payment gateway, digital marketing, data analytics to in-store digital solutions.

Riding on PCCW Solutions' world-class Infitum[™] cloud platform, the **eCommerce-as-a-Service** is offered on subscription base, which offers high flexibility, scalability and cost-effectiveness for retailers to cater for their business needs.

eCommerce-as-a-Service by PCCW Solutions

Digital Marketing



Enhance brand awareness and interaction with customers

- Search Engine Optimization (SEO)
- Pay Per Click (PPC) management
- Social media marketing and management
- Mobile CRM
- eDM and SMS services
- Customer segmentation and retargeting

In-store Digital Solutions



Get comprehensive view of customer and product footage from in-store data

- People counting
- Augmented Reality poster
- Social WiFi
- Interactive mirror and digital signage
- iR-furniture

Customer Analytics



Turn customer data into valuable insights for smarter decision

- Omni channel
- Live chat system
- Social listening and social media analytics
- Sentiment analysis
- Customer analytics

Delivery Service



Deliver products from suppliers, warehouse to end customers safely and timely

- Home delivery
- HOP! eLocker machine
- Store pickup
- Cross-border delivery

eCommerce Store



Kick start online business quickly and cost-effectively

- Website development
- Product and catalogue management
- Shopping cart
- Customer account management
- Social sharing

Warehouse Logistics



Manage and track inventory effectively

- Reliable and secure storage with CCTV monitoring and temperature control
- Automated inventory management enabled by barcode and RFID technologies
- Pick and pack order fulfillment

Payment Gateway



Offer flexible and comprehensive payment options to consumers

- Credit cards: Visa, Master, UnionPay
- Mobile wallets: Tap & Go, MasterPass, WeChat
- Other electronic payments: PPS, Octopus, Alipay, Tenpay

Webstore Management



Manage operations from sales to delivery at a single point

- Product and inventory management
- Price and promotion management
- Sales order and delivery monitoring and reporting
- Sales transactions settlement and verification
- Customer service support



Easy setup



Effortless maintenance



Pay-as-you-go



Industry template



Big data insight

About PCCW Solutions

PCCW Solutions is a leading IT services company in Hong Kong and mainland China. 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 centers, hosting and managed services, e-commerce and IoT solutions. PCCW Solutions is committed to meeting customer needs to help them achieve business goals.