

DFS Group becomes the first travel retailer to be featured as “Best in Class” example for WeChat Pay Mini Program

By **Elena Owyong** on August, 13 2019 | Retailers



DFS Group was featured in WeChat Pay’s “Co-Creation of Smart Life” campaign as a “Best in Class” example for its use of WeChat Pay’s Mini Program application for customers

DFS Group became the first retailer to be featured as a “Best in Class” example for its use of WeChat Pay’s Mini Program application for customers. The retailer was featured in WeChat Pay’s “Co-Creation of Smart Life” campaign.

In a press release, the retailer explained that the WeChat Pay campaign is an annual and highly competitive event that aims to promote the use of seamless mobile payment solutions to support the

development of smart cities, smart transport and smart retail.

Since it first partnered WeChat Pay in 2017, DFS has created several Mini Programs to engage customers and enable a more seamless commercial integration online and offline. For instance, one of its mini programs rewarded customers who shared their shopping profiles, enabling better personalization of communications to drive customer engagement and sales.

During the May Day shopping period, DFS also introduced a “friend pickup” service where customers were able to ask a friend living in or traveling to Hong Kong to pick up goods for them.

In the future, DFS plans to add a new mini program for its Loyal T customers to learn about campaigns, promotions and special events before they depart on a trip. This allows customers to have a more time-effective experience once they are in-store, and benefit from more personalized after-service once they return home.

“The WeChat Mini Program has been a cornerstone of DFS’ customer strategy since we launched our first one in 2017. Since then we have developed multiple impactful Mini Programs, finding new ways to enhance our customers’ digital experience with us while showcasing the wide range of products and experiences available in our stores,” said DFS Group Vice President Digital and eCommerce Development, DK Ding.

WeChat Pay’s “Co-Creation of Smart Life” campaign is the company’s biggest annual event, and merchants who are featured for their “Best in Class” use of the Mini Program app are promoted via online and offline channels to over 100 million viewers. Other companies who received WeChat Pay’s “Best in Class” recognition in 2019 include JD.com, KFC, Airbnb and China Southern Airlines.