

Omnichannel, WeChat... &
all that sh*t

Disclaimer

We'll cover the basics.
YMMV. Ask questions.

Omnichannel?

Our perspective on what this loaded buzzword means and how it can be a concrete part of your strategy.

Why WeChat

The reasons we favor WeChat over other options and how it fits in the greater picture of an omnichannel strategy.

Some examples

Some tangible examples of how we leverage WeChat and other tools to create true omnichannel experiences.

Shameless plug...

Wiredcraft

In a nutshell

We create & grow digital products
for the world's best brands.



What we do

Helping MNCs tackle the tough digital challenges they face...

Omnichannel

Creating seamless experiences for your customers across all channels, online & offline, in Europe, the US & China.

China

Helping you navigate and invest in the digital ecosystem of what is probably your fastest growing market.

Digital transformation

Getting large enterprises to move at the speed of startups, create a product culture and succeed in an increasingly digital world.

What we create

Seamless omnichannel experiences on Web, mobile, WeChat & offline.

E-commerce

DMP

Promotions

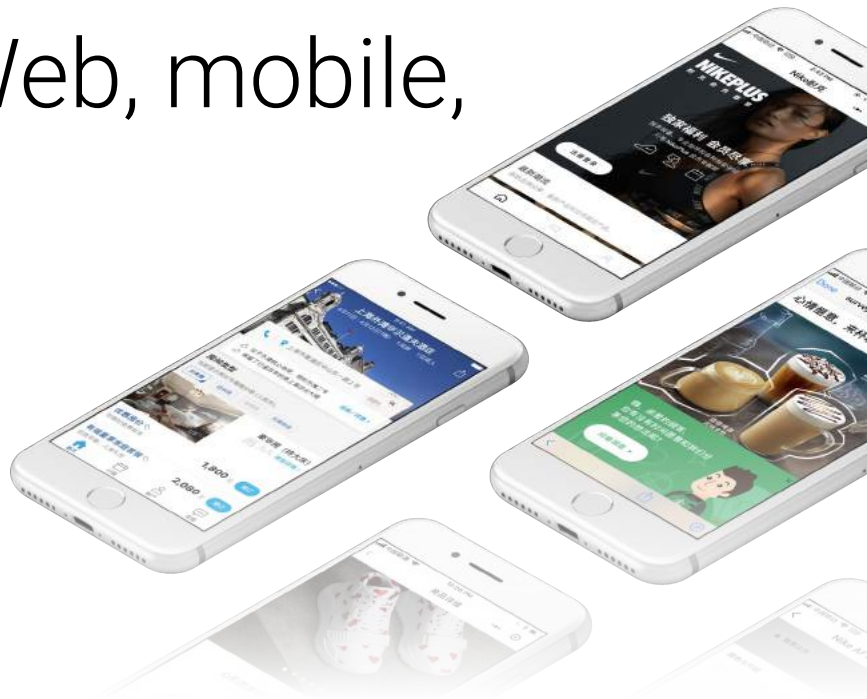
Social CRM

Payment

Loyalty

Store Locator

Notifications



How do we get you there?

Consulting

Working with leadership on the best strategy to achieve your goals.

Product, UX & UI

Leverage our design expertise to create products people want.

Front-end

Create Wechat, Web, iOS & Android apps that win awards... and users.

Backend

Creating & maintaining APIs that scale to millions of users without a hitch.

DevOps

Building secure, resilient, automated & monitored infrastructure.

Data intelligence

Smarter business moves by using data we collect across all touchpoints.

Our team

70+ designers, engineers & data pros in SH, Paris & HK (soon).



How we work

Human-centered & data-informed experts who get things done.

Partner, not vendor

We complete your team and help you every step of the way. We care. A lot. We do everything needed to be on the winning team.

Agile but organized

We move fast and adapt quickly, staying focused on shipping. This doesn't mean chaos: **we have a plan for pretty much everything we do.**

We know our stuff

We don't outsource. We have experts on the team for everything we do. And with under 4% turnover, you can be sure we know how to work together.

Why our team?



“We found Wiredcraft after an extreme vetting process. They are absolutely fantastic. Great process, solid chops. Good full stack capability and mindful DevOps methodology. Their approach is rare in China wherein most agencies are just glorified WeChat campaign shops. Wiredcraft is a true digital product shop.”

Kelly Smith

Senior Vice President & Chief Digital Officer, MGM

Done! Let's talk omnichannel...

Why?

Why you should care about omnichannel... & China.

Worlds colliding

Alibaba & Hema. Walmart & Jet.com. Amazon & Whole Foods. Offline & online are mixing. You better have started (or be premium/luxury).

Not just a buzzword

We all hate “digital prophets” and the yearly cycle of “AI”, “Social commerce” and other BS trends. But omnichannel can be a real advantage.

Why China?

The current culture is perfect to test, fail and learn. It also offers the right foundation; leapfrogged mobile payment, QRCode...

What?

Ok, cool... Then what are you supposed to do?

Focus

TikTok, KOLs, 小红书, VR...
What are you supposed to do? Well, a lot of it is BS.
Experiment but focus on a few (a couple) things at first.

Localize

You don't want to be the next Amazon, or the next Uber. Don't force your global strategy from your HQ and expect to be successful.

Iterate

Start small, see what works, understand why and take the time to create solid foundation now to be able to accelerate later.



VS.



Which one?

We're usually picking WeChat over Alibaba. Here's why...

The good

- ROI for conversion,
- "New Retail" PR machine,
- Data (on the surface).

The bad

- Not social,
- Spammy,
- Fewer APIs,
- Anonymized,
- Ad driven.

The ugly

- Alibaba = competitor (look at Amazon, Apple or Netflix),
- Black box.

We love WeChat

Why WeChat

WeChat is the right platform to connect with your audience.

Social

WeChat is where people and their connections are. You can leverage people's social networks (gifting, sharing, virality...) and engage with individuals.

O2O

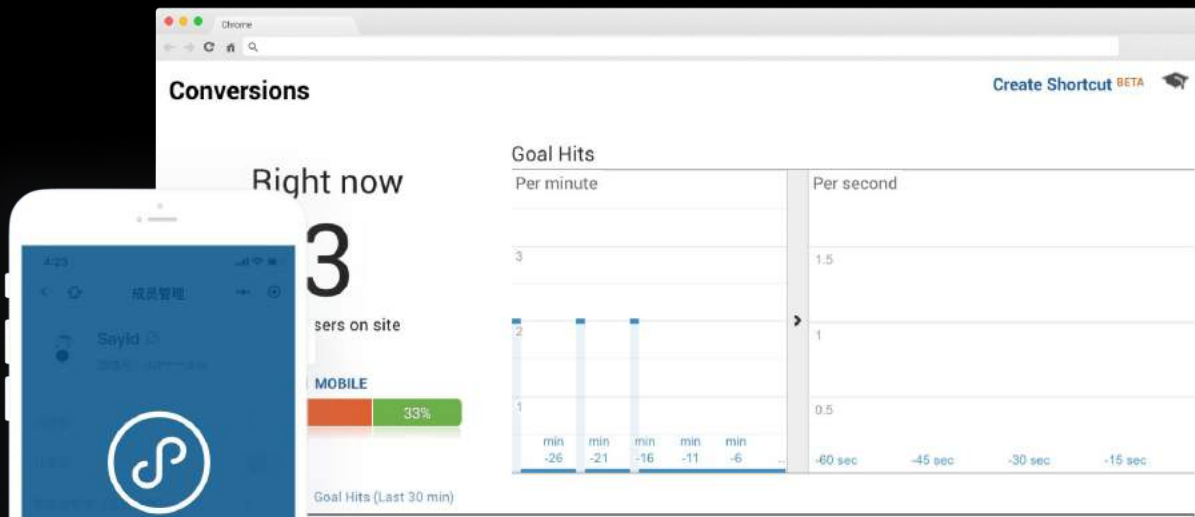
QRCode = offline hyperlink. It's a surprisingly simple, low cost and reliable way to link all kind of offline and online behaviors.

Integrated

Analytics are still hard to integrate, but overall WeChat is very open when it comes to connecting your own systems (OMS, sCRM...).

OMNI Data

Realtime WeChat analytics in GA and Omniture.



Highlights

A few things important to keep in mind with WeChat.

Stepping stone

If you have other digital properties (website, mobile apps, ...), consider Wechat as a very low friction step in your loyalty pipeline.

Diverse ROI

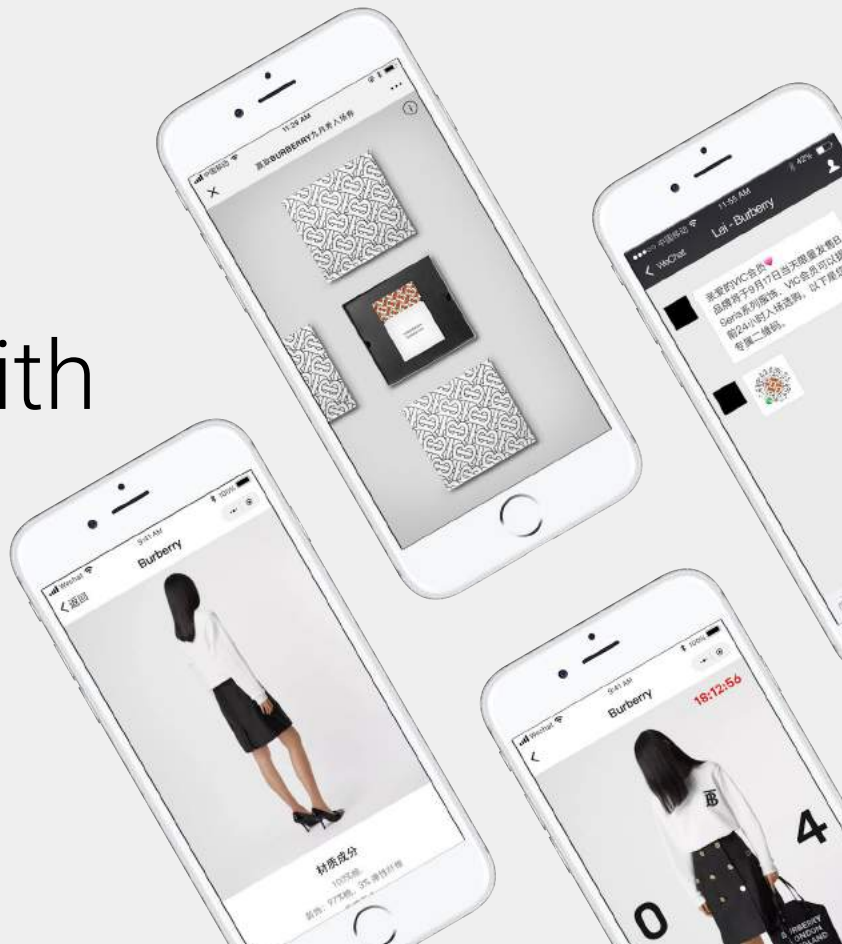
Don't expect WeChat experiences to convert the same as Tmall for example. The ROI may also be offline traffic, social buzz...

Example #1: Burberry

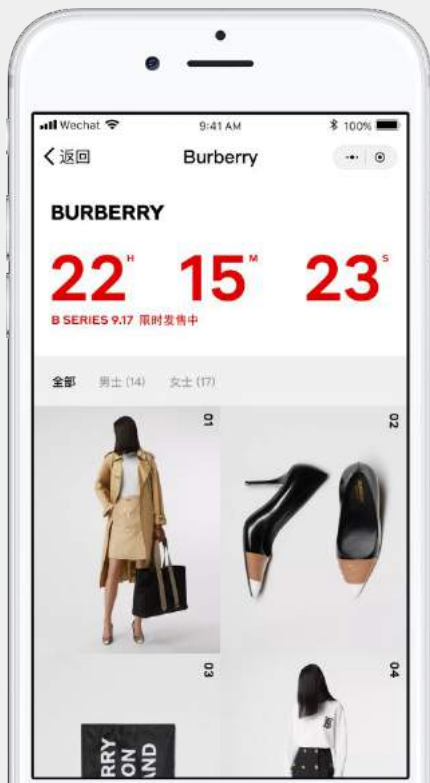
BURBERRY

Social commerce, DMP & WeChat with Burberry.

Working closely with Burberry,
we're creating a smarter way for
this iconic brand to engage with &
sell to their Chinese audience.



E-commerce



Gamification



Social CRM & O2O



Highlights

WeChat apps & Social CRM to enable personalized e-commerce.

Key facts

2x VIC records in the CRM.

Sold out all items in under 2 hours.

Services

- UI & UX design
- Mini-program
- DevOps
- E-commerce
- DMP & Social CRM
- Data analytics

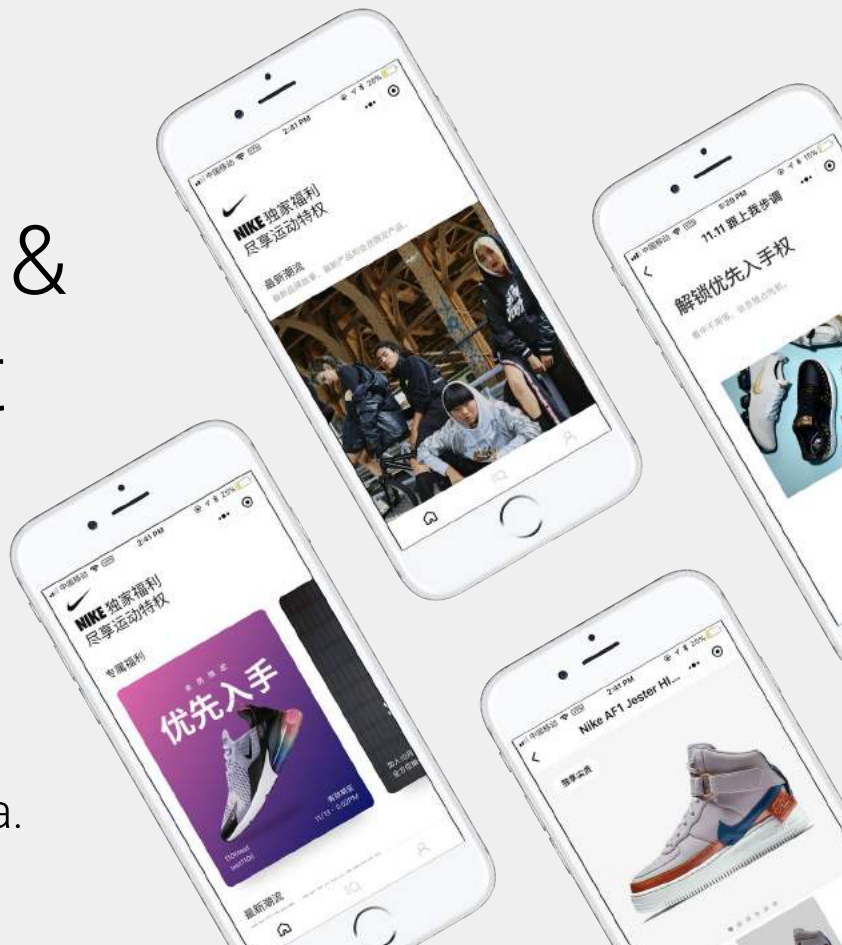


Example #2: Nike



Social commerce & loyalty on WeChat with Nike.

Partnering with the Nike China Digital Studio, we are building a hyper personalized experience for the most iconic sport brand in China.



Loyalty



E-commerce



Membership & 020



Highlights

Loyalty & e-commerce on WeChat that pushes the envelope.

Key facts

Direct partnership with WeChat.

Services

- UX design
- Mini-program
- Architecture
- QA & QC
- DevOps
- Data analytics

More

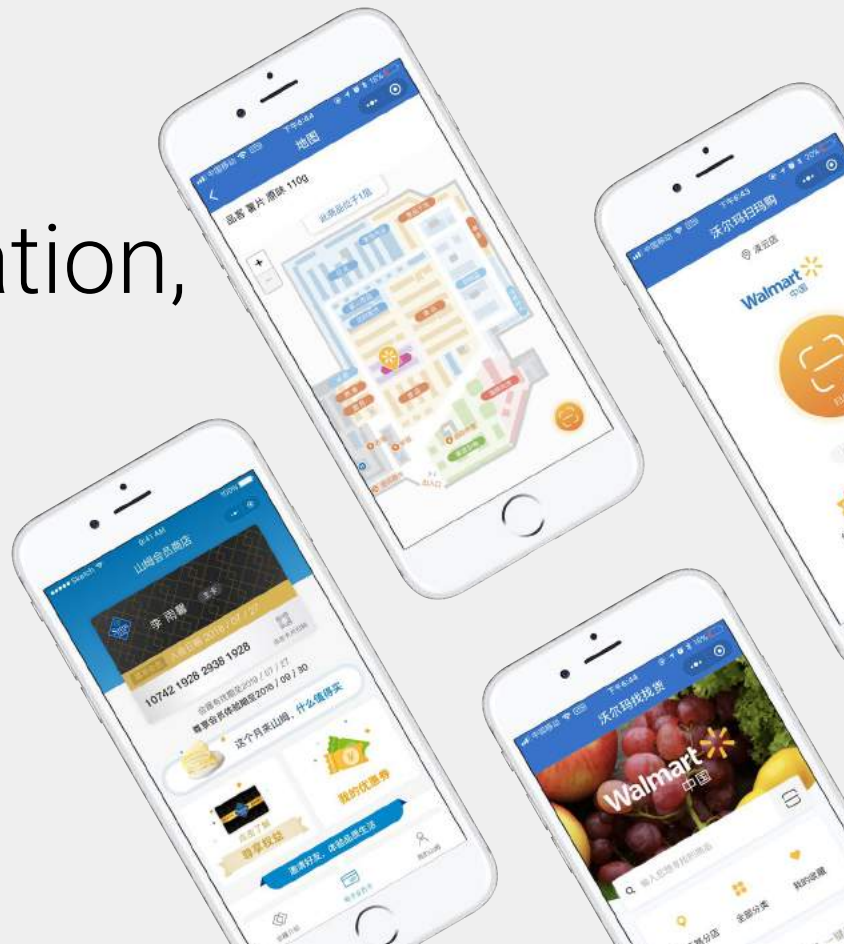


Example #3: Walmart

Walmart ✱

Digital transformation, O2O & New Retail with Walmart.

Helping Walmart create from the ground up a new way to approach retail in their most important and most competitive market: China.



Membership



Find My Item



Scan & Go



Highlights

WeChat mini-programs for O2O & cross-channel integrations.

Key facts

500k active users in 48h for Sam's Club.

10M users for Walmart.

10x for 8.8 campaign.

Services

- UI & UX design
- Mini-program & H5
- Backend
- O2O
- Integrations (e.g. JD)
- Data analytics



Read more

Want to learn more about the work we do? **Check our blog for case studies.**

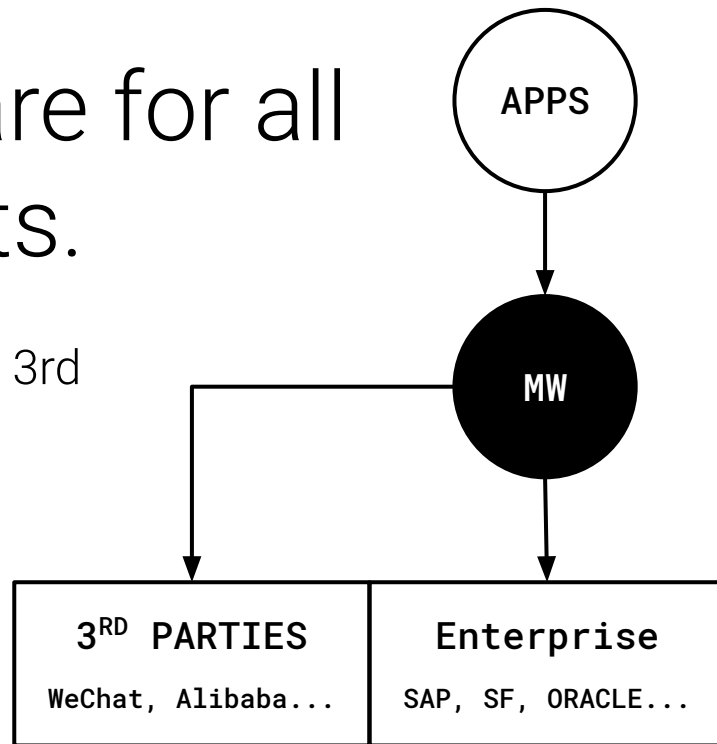


What's the secret sauce?

Technology

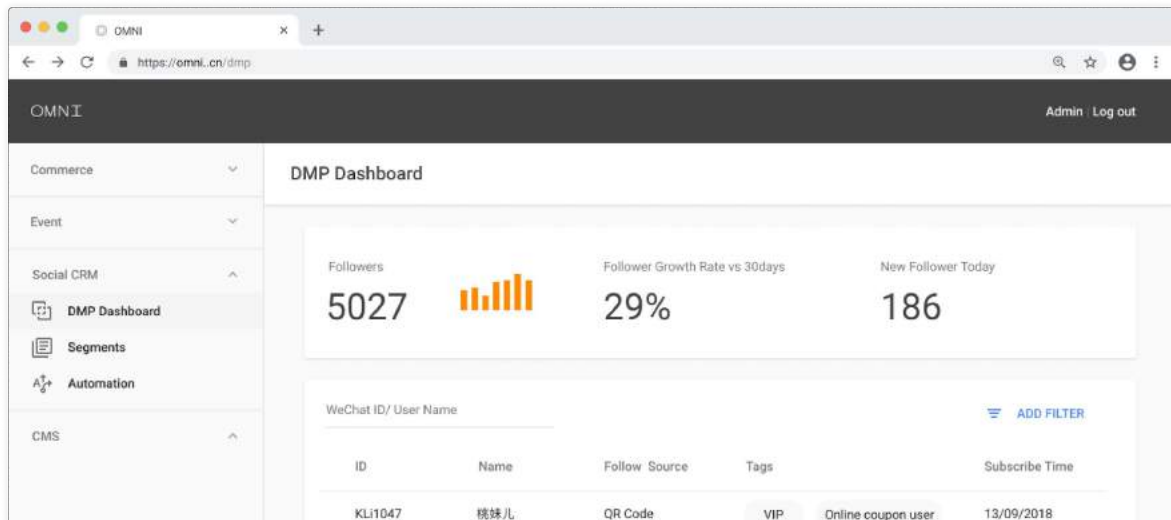
A single middleware for all of your touchpoints.

Whether it's Web, WeChat, mobile or 3rd Party integrations, invest in building a robust middleware that offers an interface between your B2C touchpoints, your enterprise backend (CRM, ERP, IMS...) and 3rd party platforms.



OMNI

That's the pattern at the core of OMNI



Design

Simple, transactional customer experience validated by real users.

Simple

Don't replicate all the bells & whistles of your mobile app; WeChat users want to be in and out.

(MP are usually better)

Seamless

Make sure to not create yet another silo of data. Understand that your WeChat apps will connect to your OA and potentially offline.

Engaging

We design all of our experiences to increase engagement. Even loyalty is designed around that concept. Not everything will be direct ROI.

What really matters

Tech & design are only helpful as long as they're not in the way...

Velocity

The goal is to make innovation fast and cheap. Tech/design is execution, but only a small part of the build/measure/learn loop.

Data

Ultimately, it's all about data. It helps us validate our assumption and surface facts about your audience.

Culture



In a nutshell

Local vs. Global

You can't win if you don't give agency to a local team with a local strategy.

Speed & Iterations

Keep your expectations reasonable and move as fast as possible.

Keep it simple

Challenge any barrier for users to get what they want.

Play the long game

Invest in your tech for the long term, not just the next quarter.

Don't forget offline

Your ROI with WeChat isn't just about online transactions or followers.

Data is king

Track everything you can, leverage it to engage your audience further.

Q&A

Ask your questions now... or later.



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