# Product Innovation
for Customers

With the determination to meet the needs of our customers and create the best experience when purchasing products and services through the company's affiliated stores, the Company has developed innovative products and services through modern technology according to the omnichannel strategy, which not only facilitates customer experience, but also protects the best interests of the customer. By using a variety of technologies to process the service, the sale transaction becomes quicker and results in the highest customer satisfaction.
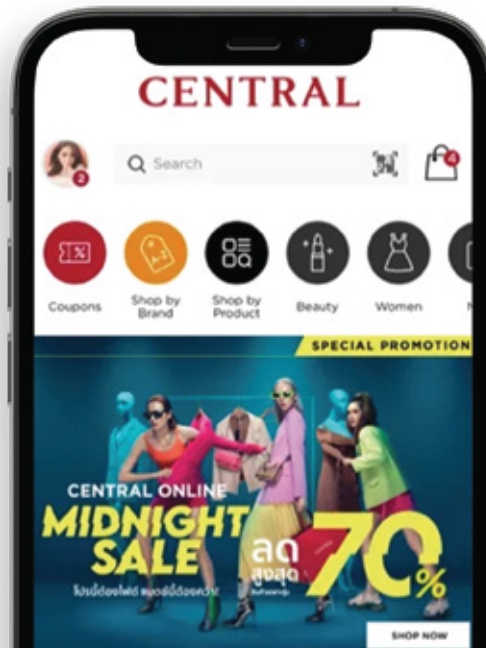
Central App

Determined to be No. 1 omnichannel platform retailer, the Company launched the 'Central App' in December 2020 via the App Store for both the iOS system and on Google Play Store for the Android system. Central App is an innovation under the concept of omnichannel marketing that was invented not only to focus on online sales alone, but also connect e-commerce to the offline sales system at the storefront, which is to facilitate the creation of customer satisfaction and promote a good purchasing experience.

Benefits for customers who use the service via Central App consist of:

- More then 5,000 brands of products available (hardline and fashion items)
- Users can check the promotions and activities of each branch every day.
- Users can enjoy a seamless payment service and pick up the merchandise at the nearest branch within 1 hour.
- Users can reserve a queue for restaurants and services in the Central Group department stores in advance.
- The app can also be used in stores for additional privileges.
- The app offers discount coupons that can be used both in store and online

Providing services through the Central App also improves the efficiency of the Company. With the development of a database management system using a CRM (Customer Relationship Management) software to track and monitor sales and customer service tasks, the machine learning analysis collects product purchasing behavior and customer interests in a personal way to present products and promotions that suit the different lifestyles of each customer. In addition, the E-payment service also supports having a cashless society, which resulted in sales done through the application to be 50% of overall online sales.

App Store	Google Play
4.3 ★★★★☆	4.5 ★★★★⯪

"Easy Shopping App" by Thai Watsadu

Thai Watsadu: Building, Hardware, Sanitaryware, Nong Chok Branch, Bangkok, is the first branch of the Thai Watsadu group to initiate a new type of service through digital channels based on current customers' online purchasing behavior. Thai Watsadu has reduced the size of the storefront area to 10,000 square meters in order to reach more community areas. At this branch, customers shop through the "Easy Shopping App" application that is available for Android smartphone users. Customers can purchase products through QR Code scanning, pay at the Check-Out point, wait for the product for 15 minutes without having to walk around, select the products, or put the products into the cart. This makes the purchasing experience more convenient. In addition, post-delivery service is also available for building materials products, where customers can bring their car to pick up the product at the back of the store at the service entrance after completing online orders through the Easy Shopping App. This new service saves time for Thai Watsadu and for customers who have limited time to shop and create a good experience for customers.
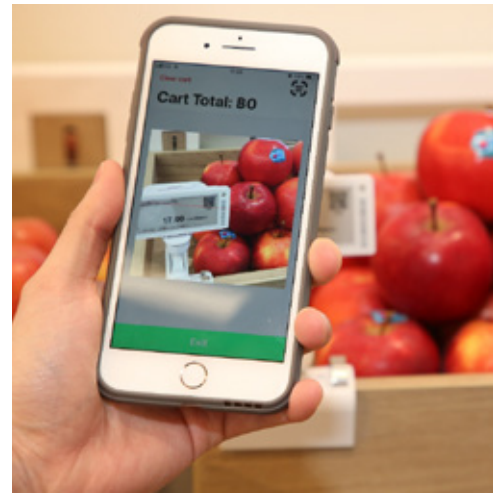
Tops Box

Tops Supermarket has initiated the use of electronic price tags to facilitate customers to shop and pay by scanning a QR Code on the price tag without having to bring the product to the cashier. Scanning payment from electronic price tags is more convenient for customers who shop at the store, but do not want to wait in line for the cashier. It also promotes a cashless society for the safety of financial transactions.

77