

Scanning the online shelves



STORY: AKIN

Tesco Lotus Shop Online has launched its latest mobile app Generation Now. It is designed to make shopping easier and quicker by allowing shoppers to scan a product barcode and check up-to-date prices.

"Our studies found that customers in the digital age expect easy and quick transactions when shopping online. This is why we have developed the mobile app. It helps customers order groceries, fresh or frozen products easily by just scanning the barcode on packaging at home, or a product seen in other stores," said Wanna Swuddigul, Tesco Lotus digital and online business director.

"Modern technology and digital media have made our customers accustomed to instant information and having a rapid service at their fingertips on smartphones or

tablets. Tesco Lotus has targeted the app precisely at this group. They can scan the barcodes of products wherever they find them, add them to an online shopping basket and order immediately, which we believe is a first for Thai retail."

The app has many other functions. These include browsing for a list of products on promotion and searching for a product by name. All products sold online are the same as in Tesco Lotus stores and have the same promotions, while there is a convenient delivery service.

Tesco Lotus has launched many joint marketing campaigns with business partners. One is with Plus Property, and customers in Plus accommodation ordering through the app are exempt from all delivery fees.

The app is available for download on both Android and iOS.