

Fushi Tech partners with PlayMade, enabling tea brand more advanced digital capabilities

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Fushi Tech recently announced its cooperation with PlayMade, a well-known tea beverage brand in Southeast Asia. As a leading AI services provider for merchants & consumers in Asia, Fushi deploys its self-developed, all-in-one intelligent customer loyalty and marketing platform, Fynix, to provide PlayMade with a comprehensive CRM solution, delivering a customised branded app and online ordering system. This collaboration aims to empower PlayMade to further enhance its customer experience, achieve comprehensive upgrades in precision marketing and membership operations, and build more advanced digital capabilities in an increasingly competitive market.

According to public data, Southeast Asia boasts a population of over 600 million, with highly popularised mobile payment systems and immense potential in the food and beverage retail market. However, merchants commonly face challenges such as high customer acquisition costs, low conversion rates, and difficulties in measuring marketing ROI.

Fushi has identified this market opportunity, committing to help merchants shift from a "traffic-driven mindset" to a "customer retention-focused strategy" through digital technological means. By enabling deep operation and sustained growth of customer assets, Fushi supports merchants in swiftly adapting to market changes and achieving sustainable business growth.

Fynix, Fushi's CRM platform, integrates a rich suite of functions including membership management, automated marketing, user analysis, and loyalty incentive systems, forming a complete closed-loop customer growth model. Through refined customer operations and automated marketing, it empowers merchants to improve operational efficiency intelligently.

"All-in-One" intelligent customer loyalty and marketing automation platform: Equipped with tools for customer data analysis, flexible configuration of membership and marketing functions, and precision automated marketing touchpoints. Merchants can manage the entire customer operation lifecycle without switching between multiple systems, making operations more convenient and efficient.

Closed-loop growth mechanism: The system transforms each consumer interaction into data assets, uses intelligent analysis to trigger personalised marketing, and forms a virtuous cycle of "data-analysis-engagement-repurchase", continuously boosting customer lifetime value.

Diverse marketing tool matrix: The platform implements various membership benefits, gift card and prepaid value services, creative stamp collection activities, and many more, allowing flexible choices to help merchants achieve high-conversion marketing outcomes at low costs.

In-depth data analysis: Detailed membership data reports and promotional performance analysis enable merchants to monitor business health in real time and make data-driven business decisions.