

Shilla Duty Free's online Chinese membership double with the introduction of WeChat Pay



The Shilla Duty Free has added new membership services within its WeChat official account to attract Chinese customers

Since the introduction of WeChat Pay in its official WeChat account this year, The Shilla Duty Free has seen its online Chinese membership double and the visitors to its WeChat official account triple.

In a press release, the duty-free retailer also noted that the amount of payments made by Chinese customers through The Shilla Duty Free's WeChat official account-based payment has grown by more than 3.5 times since the beginning of the service.

The Shilla Duty Free had started the WeChat Pay service in March this year. The service allows customers to pay directly for purchases through The Shilla Duty Free's WeChat official account. Shilla claims that it is the first Korean duty-free retailer to introduce WeChat Pay.

To leverage on this positive trend to attract more Chinese customers, The Shilla Duty Free has today announced an expanded partnership with WeChat Pay with the addition of new membership services accessible through WeChat.

As a result, WeChat users can now activate their Shilla Duty Free membership through the duty-free retailer's official WeChat account. Once the membership is activated, the 'Card Wallet' in the WeChat app creates a convenient-to-use membership card so The Shilla Duty Free can offer customized benefits for WeChat users.

Beyond that, The Shilla Duty Free will also display its membership benefits at the top of the Korean page for the WeChat Pay Overseas Gift Pack. This brand-new service platform launched in June aggregates all country-specific benefits that are provided by WeChat Pay and its affiliates for customers traveling overseas.

The Shilla Duty Free said it provides various benefits for WeChat Pay users. This includes extra savings on payments made via its WeChat Pay Official Account, Silver membership which a discount of up to 10%, gift cards redeemable at its Incheon International Airport store, and free prepaid cards given based on certain purchase amounts.

Commenting on the WeChat partnership, an official from The Shilla Duty Free said: “Partnering with large businesses like WeChat Pay is of great help for us to attract new customers. We will continue our efforts to attract Chinese customers by building and strengthening partnerships with Chinese businesses from many different categories.”

WeChat is the most popular mobile message app in China, with a user base of more than one billion people. It has a payment feature called WeChat Pay that allows users to complete payments quickly and easily with their smartphones.

The Shilla Duty Free started operating its WeChat Official business account in 2011 and since 2016, it has maintained a strategic partnership with WeChat Pay, offering a variety of promotional programs and services to attract Chinese customers.