

# Baodao Optical Co Ltd in Eyewear (China)

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## Abstracts

Baodao Optical Co Ltd has shifted its operational strategy from opening more outlets to boosting customers' buying experiences. The company will further strengthen the digitalisation of its chained stores to provide more convenient and people-centred customer service. Baodao plans to set up a multifunctional backstage operating platform for the iBeacon system established in each outlet in 2016 and beyond, to facilitate real-time interaction with customers in or near the store and to provide cust...

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