

January 29, 2019  
Aeon Co., Ltd.

## For Chinese New Year and World Sporting Events

# Largest Scale in Japan! Video Interpretation Service by utilizing smartphone and table Nationwide at about 550 “Aeon” stores

Aeon will roll out a multilingual video communication interpretation service called Mieru Tsuyaku\*1 (hereafter, “interpretation service”) to about 550 “Aeon” and “Aeon Style” stores in Japan starting on February 1, 2019. The service is aimed at increasing convenience and comfort for overseas tourists to Japan. The number of these inbound tourists will expand during the coming Chinese New Year holidays and during world sporting events slated to be held in the country. Aeon will also roll out the interpretation service to its Group companies in the future.



According to a Japan Tourism Agency survey\*2 conducted with overseas tourists, the largest number of respondents (32.9% of the total) listed “Unable to communicate with the staff at facilities” as the biggest challenge faced in Japan. Some respondents also commented, “I want to enjoy shopping without a language barrier,” and “It would be great if I could communicate with that staff at stores.”

The interpretation service will connect employees of the stores to interpreters through one-touch operation, allowing the employees to better serve inbound customers. The service is available for 10 languages—English, Chinese, Korean, Portuguese, Spanish, Thai, Vietnamese, Russian, French, and Tagalog.

The interpretation service will use Aeon Mobile smartphones and tablet terminals that employees carry inside the stores, so they will be ready to communicate with their customers smoothly, and to quickly provide precise information.

In addition, Aeon will enhance the services offered to overseas tourists to Japan, including special discount coupons for inbound customers, mobile payment services such as “Alipay®” and “Wechat Pay”, and adding more content on its website for inbound customers.

Through these and other services, Aeon will provide both overseas tourists to Japan and overseas nationals living in Japan with an even more comfortable shopping environment.

\*1: Service provided by Terilogy Co., Ltd. (<https://www.mieru-tsuyaku.jp/>)

\*2: The Japan Tourism Agency conducted this survey in 2016 for the purpose of to improving hospitality to overseas tourists to Japan

■ **Outline of the multilingual video communication interpretation service “Mieru Tsuyaku”**

- Full-scale launch of the service: February 1, 2019
- Number of targeted stores: About 550 stores (About 20,000 units)



<Breakdown of the stores>

- » Aeon Retail: About 400 stores
- » Aeon Hokkaido: 40 stores
- » Aeon Kyushu: 65 stores

Note: The interpretation service will initially be provided via tablets installed at the customer service counters. Provision of the service via smartphones will start subsequently.

- » Aeon Ryukyu: 47 stores

- Service available for 10 languages: English, Chinese, Korean, Portuguese, Spanish, Thai, Vietnamese, Russian, French and Tagalog

Note: The service might be unavailable for some of the languages depending upon the time.

- Other functions:

(1) Use of fixed sentences: From among fixed sentences translated into the appropriate language and shown on the display screen, employees can choose and point at the one that will help them serve the customers, including answering their questions. In addition, employees can listen to and learn the pronunciation of the phrases often used in customer service.

(2) Sign language interpretation: For customers with hearing/speaking impairments, sign language interpretation service is also available (only for sign language used in Japan).

Easy to use. Just choose the language you want to translate.

01 Foreign guests visit      02 Staff select language      03 Connect to interpreter      04 Start interpreting

■ **Measures for inbound customers implemented independently by each Aeon Group company**

【Aeon Hokkaido Corporation】

Aeon Hokkaido will give a present of a clear file folder that features the character Snow Miku to 3,000 users of its tax-free service on a first-come-first-served basis.

Period: Jan. 12 to Feb. 28, 2019

Stores: Aeon and Aeon Supercenter stores within Hokkaido (37 stores in total)



Snow Miku clear file folder

illustration by 栗栖 謙 © Crypton Future Media, INC. www.piapro.net piapro

【Aeon Ryukyu Co.,Ltd.】



Aeon Ryukyu has been selling *Kokuto* (brown sugar) produced in *Okinawa*, a popular souvenir among both Japanese and overseas tourists, in collaboration with a local manufacturer since July 2018. For the sales promotion month highlighting local Okinawan products, the company will offer four new Kokuto products: *Haterumajima-san Kokuto*, *Peanut Kokuto*, *Kotsubu Kokuto* and *Kakugiri Kokuto*. The impressive, colorful packages and the reasonable price (198 yen per box) are sure to make these products popular souvenirs among inbound customers.

**Reference**

**<Examples of services offered to overseas tourists to Japan>**

**1. Expansion of stores that offer tax-free service**

As of August 2018, there are 850 “Aeon and “Aeon Style” stores, Daiei stores, and Group SMs and drug stores that offer tax-free service. (Note: For tenant stores, some offer the service and others do not.)



**2. Provision of information on the website for inbound customers**

Aeon provides information in English, Chinese (traditional and simplified) and in Thai on its website for inbound customers. There they can search for Aeon stores, find information about Aeon facilities and services, read seasonal topics, and obtain product information and more for reference before visiting Aeon stores. (Information about special discount coupons is also provided on the website.)



<http://www.welcome-aeon.com/>

■Aeon’s official accounts for SNSs



**<Facebook>**

English : <https://www.facebook.com/aeonretail.english/>  
 Chinese : <https://www.facebook.com/aeonretail.chinese/>



**<Weibo>**

Chinese : [https://www.weibo.com/u/5617649442?is\\_hot=1](https://www.weibo.com/u/5617649442?is_hot=1)

**<WeChat>**



**3. Issuance of special discount coupons for overseas tourists to Japan**

Special discount services are provided at “Aeon”, “Aeon Style” and “Peacoack” stores. Inbound customers can get special discounts by presenting a coupon obtained at the website to the cashier. (This is a special service available only for inbound customers.)



Website for inbound customers

5% discount coupon

Presentation of the barcode to the cashier

#### **4. Financial Service**

##### **■Introduction of the mobile payment service “Alipay®” and “Wechat Pay”**

Already at 1300 place of Aeon group companies' (including Aeon Mall and OPA's tenant stores) cash register machines accept payment by “Alipay®”<sup>\*1</sup> and “Wechat Pay”, <sup>\*2</sup> and the number of such machines will be increased further.

\*1: Alipay® is the world's third largest mobile payment service, which boasts about a 54% share in the Chinese mobile payment market. The number of active users has already exceeded 520 million people and at least 40,000 stores accept this payment method in Japan.



\*2: WeChat Pay is the mobile payment service provided to Chinese users of the country's largest SNS service WeChat, which is managed by Tencent Group. The number of users has exceeded 800 million people, and in Japan already 7,000 companies have introduced this service.

