

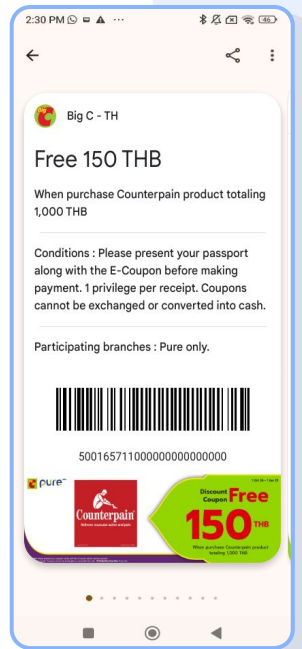
Big C makes coupons more accessible with Google Wallet

What is Big C?

Big C, Thailand's second largest hypermarket operator, offers a wide range of products and services across 1700+ hypermarkets, supermarkets, and convenience stores across Thailand.

The Problem

Despite being one of the largest retailers in Thailand, Big C's consumer experiences were not digitised in multiple aspects. For example, customers had to print or save paper coupons for in-store use, which often led to lost coupons and a frustrating shopping experience. To address this, Big C partnered with Google to digitize their coupons and streamline the redemptions process.



The Solution

Big C enhanced its online to offline (O2O) shopping experience by offering exclusive digital coupons which customers can save directly to their Google Wallet for effortless in-store redemptions. No more fumbling with paper coupons! Customers also receive timely reminders to redeem their coupons before they expire. To maximize savings, shoppers can browse Big C's website and easily save coupons to their Google Wallet.



Porntip Tangsunawan

Vice President, Strategic Trade Planning & E-Campaign

“Google Wallet has streamlined the shopping experience for customers by simplifying the process of saving and redeeming E-Coupons.”

The Results

Adoption: **16%** of viewed coupons were saved to Google

Spending: Average basket size increased by **38%**

Sales Impact: **>1.8 million THB** in sales were generated from redeemed coupons

>53.5K USD

