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連繫上千名海外代購專員 提供一站式跨地域代購服務

HKTV一直深信購物是不分國界，致力以科技打破地域的限制，令網購變得無國界。集團旗下的 Offbeat Technology Hong Kong Limited 推出全新跨地域代購平台 Everuts，為客戶提供可信的代購服務，其可比喻為銀行向賣家發出信用狀，確保他們能收到款項，而買家則會收到貨品。銀行主要服務商務對商務(B2B)市場，而 Everuts 則主要服務消費者對消費者(C2C)的市場。

Everuts原意為Everything Under The Sun，希望幫助客戶輕易地購買到來自世界各地的特色產品。Everuts會為客戶連接身處世界各地的海外代購專員 – Exploruts，從海外代購地道特色產品。目前，Everuts已成功招募上千名遍佈日本、南韓、馬來西亞、越南、泰國、台灣、新加坡、英國、法國、義大利、德國、比利時、美國、加拿大、土耳其及冰島的海外代購專員，為客戶提供代購服務。



一站式跨地域代購平台

Everuts提供一站式的跨地域代購服務，由選貨、落單、集運及安排收貨都可以於Everuts內完成。客戶既可以在Everuts直接落單購買心水產品，亦可以直接派出「代購任務」，委派海外代購專員為客戶搜羅特定特色好物。

Everuts於多國設有自營倉庫，會為客戶自動合併訂單，將貨物集運到港，所以即使同時委派不同地方的海外代購專員購買當地產品，也可以一併收貨。貨物到港後，會交由HKTVmall的物流團隊安排，客戶可以選擇送貨上門或在HTKVmall O2O門市自取，非常方便。運費以貨物實重計算，沒有隱形收費，比起一般代購更可信。



Everuts的社交功能

Everuts希望可以打造一個消費者對消費者(C2C)的市場，所以客戶之間的交流是刺激購物的關鍵。因此，Everuts設有社交功能，客戶可以在購物前問意見、在使用產品後分享用後感之餘，海外代購專員也可以向客戶推薦世界各地的產品，協助比較及了解不同產品，並作出決策，建立一個世界好物集中地。

為了提高客戶於Everuts內的參與度，應用程式內設有社交功能，讓客戶發表文章，其他客戶亦可以留言或讚好。另外，文章上有「跟機」功能，讓客戶可以輕鬆購物，提高購買意欲。Everuts將會陸續推出更多不同的社交功能，例如：與海外代購專員直接對話、上載視頻、直播帶貨等等，令Everuts成為一個完善的社交網購平台。

Everuts的目標是讓網購變得無國界，讓客戶透過Everuts連接世界，做到海外購物零距離，產品選項從此不受地域限制。因此，Everuts初步會先以 HKTVMall 超過 1,500,000 名香港消費者作目標客人，並會在適當時候擴展至全球消費者，令跨地域電子商貿行業更上層樓。



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Connect with International Personal Shoppers Redefining Social Commerce and Global Connection

We've always believed that shopping should not be bounded by geographical limitations. With the use of technology, HKTVM is committed to erasing regional boundaries, making online shopping more easily accessible around the world. Offbeat Technology Hong Kong Ltd., a subsidiary of HKTVM, introduced a new social eCommerce platform - Everuts, to strengthen up our cross-border eCommerce business. Everuts is a credible connecting platform which can be seen as an analogy to a bank issuing a letter of credit to the seller ensuring they will get paid while the buyer will receive the goods. A bank serves the B2B market while Everuts mainly serves the C2C market.

Everuts, standing for "Everything under the Sun," aims to simplify the process for our customers to obtain genuine local goods from all over the world. Furthermore, to enable a more personal cross-border shopping experience, Everuts will connect users with various International Personal Shoppers "Exploruts" to purchase products for them. There are now 1,000+ Exploruts spanning across Japan, Korea, Malaysia, Vietnam, Thailand, Taiwan, Singapore, United Kingdom, France, Italy, Germany, Belgium, United States of America, Canada, Turkey, and Iceland.



With Everuts, the world is at your fingertips

On Everuts, lifestyle has no boundaries. Everuts allows customers to shop for overseas products, place, track and manage their orders all in one app. Customers can directly create a mission for Exploruts to search, source and purchase it on behalf of them.

To further smoothen the customer experience, Everuts has set up warehouses in different locations. By doing so, Everuts can automatically consolidate all orders and send them to Hong Kong, making it more convenient for our customers. That means customers are free to purchase goods from multiple Exploruts and receive them all in one go. The delivery task will be taken up by HKTVMall's logistics once the products have arrived Hong Kong, so customers can opt for direct delivery or pick-up at any HKTVMall O2O stores. The actual weight of the package serves as the

sole basis for the fulfilment fee. No hidden fees will be charged. With all these processes in one app, cross-border purchases are now easy and reliable.



Social Features on Everuts

Everuts is targeted towards catering the C2C market. Customer interaction is essential for encouraging more customers to purchase. Therefore, Everuts launched its social features where customers can ask for opinions or advice before they place an order. Additionally, customers can share their thoughts after using their new overseas purchases. Exploruts are also welcome to recommend good picks and introduce customers to what the world has to offer, as well as assisting customers in making the right decision.

To augment the in-app engagement rate, Everuts' users can also publish posts, react, and comment on others' posts, making it easier for customers to not only purchase instantaneously, but also heighten the desire to purchase more in the future. Everuts has plans to launch other social features, such as a private chat function with Exploruts, video shopping, live-streaming and much more, to create a truly omni-channelled social commerce platform.

The goal of Everuts is to eliminate the countless burdens on cross-border retail and provide a large variety of options to our customers. Initially, we will promote this new platform to HKTVmall's 1.5 million + Hong Kong customers and Everuts will promptly extend to worldwide customers in due course, promoting the development of the cross-border social commerce industry.

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