

PRESS RELEASE



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ALLHOME LEADS DIGITAL TRANSFORMATION IN THE PH HOME INDUSTRY

AllHome, the pioneering one-stop shop home store in the Philippines is leading the charge in adopting digital best practice in the local home industry

Even prior to the accelerated acceptance and adoption of e-commerce, AllHome began its journey in embracing the inevitable shift to a digital way of doing business. This was evidenced in its very own online platform www.allhome.com.ph, which started serving online orders even prior to the pandemic.

When the challenges of the Covid-19 pandemic started, AllHome was a first mover in ramping up digital capability. In light of movement restrictions and store closures brought about by the varying levels of community quarantine, AllHome introduced four (4) channels to the market: its e-commerce platform, www.allhome.com.ph; Shop4You personal shopper service, and its Viber Communities— Shop Online at AllHome and AllHome Builders Centre Shopping Community.

“Our e-commerce initiatives, even prior to the pandemic, are essentially a tour de force of AllHome’s agility and adaptability,” said Manuel B. Villar, Jr., AllHome Chairman. The pandemic presented many opportunities for improvement, and AllHome’s digital expansion ranks very high in our 2021 business priorities. We are optimistic that on-demand delivery and online shopping will continue to increase and augment in-store sales,” said AllHome Chairman Manuel B. Villar, Jr.

AllHome’s digital shift is also being ramped up in-store, with various initiatives that builds on the organization’s primacy on an omnichannel experience for customers.

In addition to a growing on-line e-commerce presence that includes engaging with the country’s leading on-demand delivery providers, AllHome has made sure that the digital shift is felt on the ground. This includes AllHome 360° virtual tour, a state-of-the-art virtual walkthrough of AllHome stores to help in navigating and picking items, click-and-collect counters that serve as express lanes to pick up online orders placed via web or Shop4You, and a tangible QR Code push by frontliners to walk-in customers. AllHome also tucked in an enhanced implementation and personalization of offerings and services with the use of its customer loyalty program, AllRewards. Lastly, AllHome became the first in the Philippine Home industry to introduce self-service check-out kiosks—a safety option for customers who prefer less contact as they shop, which is a key consideration in the midst of the pandemic. This facility lessens unnecessary interactions between customers and cashiers and other personnel. As this is a relatively new feature, AllHome still provides

human intervention through trained staff who can assist customers as they navigate the self-checkout process.

Notable also is AllHome's Park-and-Shop concept, which leverages AllHome's "stand-alone" formats that emphasize having separate entry and exit points, which is especially an advantage in its mall locations. Having direct access to parking spaces made AllHome a preferred shopping destination as consumers lessen the time spent inside malls.

Camille A. Villar, Vice Chairman of AllHome said, "The AllHome team, despite the pandemic, has adjusted quickly to the demands of the new normal. From the fulfillment of online orders to servicing customers online, AllHome has shown an unwavering commitment to cater to Filipinos across the country. Additionally, we continue to explore the new normal by finding ways to let our customers shop safely in-store, or in the comforts of their own homes via our online channels. To further expand our presence, AllHome is aggressively partnering with the country's leading digital marketplaces to ensure that we tap all possible markets in the digital space."

"Pursuing inroads in e-commerce and building on our multi-channel capabilities is central to AllHome's growth strategy," says Benjamarie Serrano, AllHome President. "As the economy emerges from the Pandemic, we look to leverage our innovations and efforts as we respond to the challenges of the new normal, both in-store and online."

AllHome's omnichannel approach has made it a preferred shopping destination for essentials during this pandemic. With a wide assortment—from furniture, appliances to construction and hardware—customers can easily and safely find what they need, without having to go to different stores.

AllHome's digital push also features a constant evolution of how its e-commerce platform operates. Its flagship platform, www.allhome.com.ph is slated to vastly upgraded experience in 2Q 2021, headlined by a shift to a progressive web application (PWA) interface. A first for the PH Home Industry, this allows a smoother experience in browsing and transacting—both on desktop and mobile.

Visit www.allhome.com.ph to know more, and shop safely from the comfort of your home. AllHome made its debut in the Philippine Stock Exchange via Initial Public Offering (IPO) on 10 October 2019.

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