**附件五、數位群聚現況自我評估表**

| **數位群聚現況自我評估表** | | | | | | |
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| **群聚名稱** | |  | | **群聚型態** | □地方生活需求  □觀光休閒合作  □商模數位創新 | |
| **特色 產品/服務** | |  | |
| **評量指標** | | | | **勾選與說明** | | **指標積分**  **(有填1無填0)** |
| **一、群聚與企業組成調查** | 1 | 課程訓練 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、數量) | |  |
| 2 | 溝通介面(PC、手機、電商平台) | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(項目) | |  |
| 3 | 開會次數 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、數量) | |  |
| 4 | 活動辦理次數 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(對象、方式) | |  |
| 5 | 企業成員故事 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、數量) | |  |
| 6 | 媒體報導(105-109年) | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、頻率) | |  |
| 7 | 群聚CIS | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、數量) | |  |
| 8 | 群聚共同產品組合 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、數量) | |  |
| 9 | 新產品研發 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、數量) | |  |
| 10 | 產學合作 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、數量) | |  |
| 11 | 外部資源連結(公+私) | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、數量) | |  |
| 12 | 團購名品 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、數量) | |  |
| 13 | 其他專長或特色 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(名稱、數量) | |  |
| **小計** | | | | |  |
| **二、群聚環境整備條件** | 1 | 交通便利性 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |
| 2 | 新興打卡點或鄰近知名觀光景點 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |
| 3 | 鄰近名勝古蹟、遺址 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |
| 4 | 明星商品 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |
| 5 | 識別設計美學  (如招牌、門牌、指標…) | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |
| 6 | 地方認證或獎項  (如慢城、小鎮、智慧城市、十大伴手禮…) | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |
| 7 | 商業英語服務品質環境標章 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |
| 8 | 其他環境優勢(請列舉) | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |  |
| **小計** | | | | |  |
| **三、數位技術採用** | 1 | YOUTUBE | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 2 | FB粉絲團(官方粉絲團) | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 3 | 部落格 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 4 | FB(個人使用) | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 5 | LINE | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 6 | GOOGLE MAP 標示 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 7 | 行動支付或多元支付 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 8 | 視訊會議工具 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 9 | 109年數位交易額佔營收比例(%) | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 10 | WEB官網 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 11 | 店家WiFi | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 12 | 其他電商類(電商平台、行動平台…) | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 13 | LINE@ | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(比例) | |  | |
| 14 | 直播 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 15 | IG | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 16 | 微信 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| **三、數位技術採用** | 17 | 國內電商上架(線上、行動)-momo, pchome, yahoo… | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 18 | 公共WiFi | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 19 | 數位行銷的運用，例如AR/VR/遊戲化 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 20 | POS | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 21 | APP | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 22 | ERP | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 23 | CRM | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 24 | 國際電商上架(線上、行動)-淘寶、蝦皮… | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 25 | 指紋或人臉辨識 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 26 | 虛擬貨幣發行或交易 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 27 | 其它 | | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| **小計** | | | | |  | |
| **四、服務數位化** | 1 | | QR-Code使用 | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 2 | | 數位打卡 | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 3 | | 聊天機器人 | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 4 | | 數位載具 | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 5 | | 近場通訊及感應(NFC、RFID、藍芽、Beacon) | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 6 | | 雲端線上優化金流 | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 7 | | 導覽解說設備  ex. KIOSK、導覽機、智慧機器人… | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 8 | | 平板電子菜單系統 | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 9 | | 電子化發票 | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 10 | | 人流管理辨識 | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| 11 | | 安管監控 | □無 □有 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_(家數) | |  | |
| **小計** | | | | |  | |
| **最想要透過本次提案解決或精進之面向** | | | | | | | |
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