Samsung **Intelligent Marketing** Suite for **Retail**

Automotive

A full set of solutions to enhance sales activities
to drive revenues of dealers/OEMs by providing
a premium in-store digital experience at every dealership

Devices	Software	Analytics Platform	Services
	Nexshop Marketing	Brightics	Installation & Support
	Nexshop Sales	Insator	App Development
	Nexshop Training		Content Development
	VR Solution		Remote Device Management

Trend and overview of Automotive Retail

Most of customers conduct online research prior to their offline store visits and the number of dealership visits before making a decision has been dropped dramatically.

Moreover, the increase in the number of car models and options makes it more challenging to explain details to customers and to display them in a dealer showroom with limited space.

And now many customers prefer to use kiosks for simple interactions.

Target Industry

Premium OEM/Dealers

Pain points

Dealers find it difficult to understand consumers' behavior in and out of the dealership

Dealers have hard time satisfying customers' curiosity with limited resources

Dealers are struggling to keep their customers updated with the latest offers meeting the expectations of each customer

Global car manufacturers have difficulty controlling the fast growing dealer network which makes it harder to manage and monitor the contents across dealerships

Discovery questions

What behaviors do your customers show while in dealerships?

How can the data you have collected on customers be used to drive better engagement from customers?

What would dealers do if customers want to experience more than they can offer in dealerships?

How are dealers well-acquainted with the contents of car models or options?

How do you manage and distribute your marketing materials to all dealerships?

SAMSUNG SDS

Major features

Nexshop Marketing :
Heat-map,
Zone/People Count,
Dwell Time Analysis,
Interactive Display,
Scheduling,
Hierarchical Distribution,
Remote Monitoring

Nexshop Sales :
Clienteling,
mPoS,
Mobile e-Brochure

Nexshop Training :
Learning Design for Salesperson,
Learning Forum,
Mobile Training,
Motivation & Gamification

Brightics/Insator :
Data Collection,
Rule Management,
Data Visualization,
Prescriptive Analytics

Value proposition

Deliver a diversified customer experience by providing a more realistic virtual experience with interactive kiosks

Better understand customers and their preference with customer behavioral analytics

Achieve operational excellence through remote management

Simplify vendor management through an integrated offering of SDS for both H/W and S/W

Gain technical leadership by leveraging Samsung's cutting-edge technology

Samsung SDS is a global software solutions and IT services company. Samsung SDS has been a key partner in executing process & IT innovation across Samsung Group, helping SEC to become a top global company through operational excellence. We provide software and solutions for enterprise mobility, security, analytics, and mobile sales and training, also enable our customers in government, financial services, retail and other industries to drive business in a hyper-connected economy by helping them increase productivity, safeguard assets, and make smarter decisions.

**Related
Samsung SDS Solution**

Nexshop