

# Samsung **Nexshop** Sales



Retailers need the smart solution that supports efficient sales process in retail stores to address issues facing the retailers and improve their business competitiveness.

Already well informed customers want to have hands-on experience with personalized one-on-one consultations when they visit stores. But also they want to have the advantage of online shopping such as quick and easy payment in stores.



As more products are sold online and retail stores are considered outdated, store managers face challenges of reducing operational cost through inventory optimization and increasing sales by providing innovative in-store experience to customers.

To meet high expectations of already well-informed customers, sales associates need to have up-to-date knowledge about the latest products to provide professional consultations. As much as customers want more convenient shopping experience, sales associates also want to work in an environment where they can work more efficiently and effectively.

Facing these new challenges, retailers are desperately looking for answers on how to stay competitive by increasing in-store sales while maximizing cost savings.

Offering clienteling tool for personalized services, mobile-enabled in-store environment, and in-depth analysis of customer preferences, sales performance, and real-time inventory levels for more efficient store operation, Samsung Nexshop Sales provides the answers you are looking for.



Enable seamless shopping experience from professional consultation to quick payment  
Ensure profitability through real-time data analysis and inventory optimization

# Maximize in-store sales effectiveness

with Samsung Nexshop Sales

# Samsung Nexshop Sales

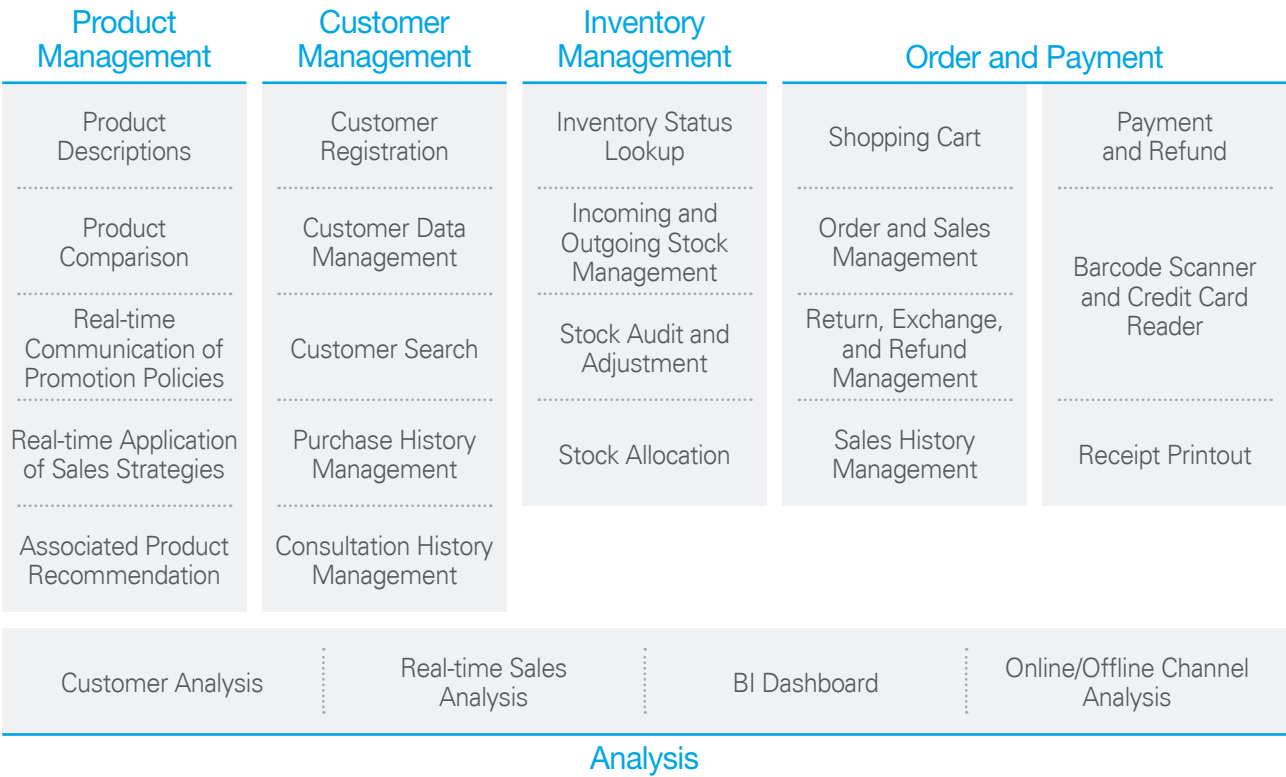
Samsung Nexshop is the mobile-based sales support solution which innovates customer experience, improves productivity of store employees, and ensures efficient store operation leveraging the latest mobile devices.

The solution covers all features necessary for the entire in-store sales processes including product management, customer response, payment, and post sales analysis. It helps increase customer satisfaction, empower sales associates, and manage stores more efficiently, ultimately improving the competitiveness of your retail business.



# Values of Samsung Nexshop Sales

Samsung Nexshop Sales offers powerful clienteling that increases customer satisfaction and purchase rates without depending too much on the personal abilities of sales associates. It also enables customers to have a one-stop, seamless shopping experience, and empowers store managers to operate their stores more efficiently based on in-depth data analysis.



## Personalized Shopping Experience

Improve the quality of customer support at retail stores by providing customer preference-driven personalized consultation and product suggestions.

Clienteling Tool	
Customer Data	Product Data
Basic Information Interest Purchase History	Product Descriptions Sales Strategy

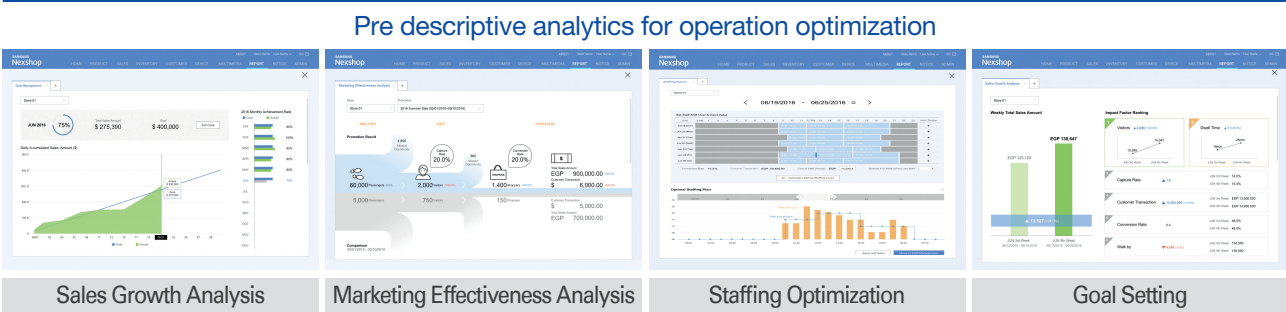
## Enhanced Mobility

Provide customers with an innovative and seamless purchase experience using mobile devices from making a payment to receiving the receipt on the spot.



## Analytic-powered Store Management

Ensure inventory optimization and efficient store operations by analyzing data on sales, stock levels, and customers’ purchase intention in real time.





# Key Features

Samsung Nexshop Sales offers all features required for efficient in-store sales activities to increase convenience for customers, sales associates and store managers, ultimately enhancing competitiveness of your retail business.

## Product Management

Improve sales force’s customer responsiveness and build customer loyalty by providing sales force with all the necessary information for product sales at the right time.

- Basic product information
- Recommendations on related products and accessories



## Customer Management

Offer personalized consultations by identifying customer preferences in advance.

- Customer registration and customer information management
- Online and offline customer search



## Inventory Management

Conduct systematic inventory management with accurate, real-time incoming and outgoing stock count and ensure efficient inventory allocation.

- Real-time inventory check of stockrooms and other stores
- Physical inventory count and adjustment



## Order Creation

Check and estimate payment amount for customers then create orders right on the spot.

- Estimated payment amount on items in Shopping Cart
- Return, exchange, and refund management



## Payment

Offer customers convenient one-stop payment service with instant payment including receipt delivery anywhere in the store.

- Barcode scanner and credit card reader
- Receipt printout via Bluetooth printer



## Sales Analytics

Gain ongoing visibility to sales performance enabling a 360 degree view of your business.

- Online and offline channel integration
- Real-time sales analysis



# Success Story

Samsung Nexshop Sales has customers in various retail business around the world such as experience shops for electronics, shopping and automotive and supermarket.

## Electronics Retailer A

### Challenges

With more than 350 retail stores across the country, electronics retailer A found that customer reception was heavily dependent on store clerks’ capabilities due to lack of a standardized sales process in place. The lack of process also made it difficult for in-store sales associates to respond to customer needs as customer consultation history was not kept track of.

### Solutions

Automate in-store day-to-day operations based on a standardized process and enable product order and payment to be handled on mobile devices

Enable sales associates to recommend the right products for the right customers based on customers’ preferences by systematically managing customers’ purchase history and consultation records

Provide in-store sales associates with various types of information in real time including product details, comparison with other products, sales policies, and promotions

### Benefits

#### Work productivity

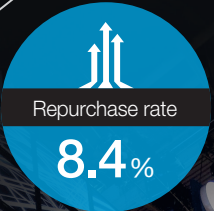
In-store employees’ productivity increased by using tablets for product order and payment

#### Repurchase rate

Customers coming back to the stores increased

#### Product Returns

Providing personalized suggestions reduced returns

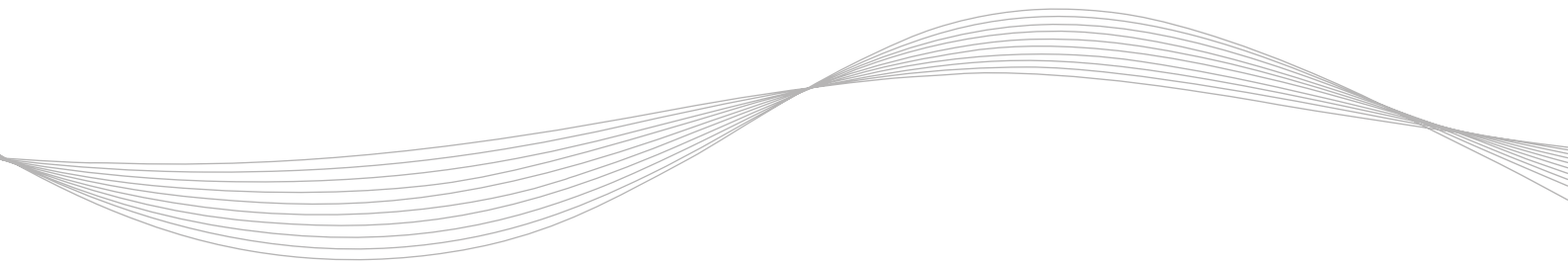


Source : Research by the electronics retailer A

insight to !nspiration



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