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

Retail

A full set of solutions designed to redefine the customer in-store experience and improve the retail store performance

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

Trend and overview of Retail

Empowered consumers are ready to access information through computer, smartphone or tablet while shopping; they will use technology, especially mobile devices, in day-to-day decisions and tasks.

Online competition also has been surged whether retailers have started in brick & mortar or ecommerce and retailers need to merge their physical and digital systems to serve consumers.

Also, consumers expect ever lower prices which means that retailers need to achieve greater efficiency at stores.

Target Industry

Retailers

Pain points

Retailers find it hard to capture consumers' attention in real-time and engage them with product and recommendations

It is difficult to understand consumers' behavior in and out of the store

Consumers highly prefer knowledgeable, engaged sales staff with product expertise

Managing promotion information printed on papers is outdated, time-consuming, and inefficient

Discovery questions

What behaviors do your customers show while in-store?

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

What style of training methods do you offer by varying employee function?

How much of your company budget for the growing overhead costs is allocated to employee onboarding and annual training? And of those costs, how do you measure the results?

How do you distribute your marketing campaign material to all stores?

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 the right message, to the right person, at the right time through intelligent digital touch points

Enhance customer engagement through on/offline integration

Improve retail store operational efficiency through data collection and advanced analytics

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

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.

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Samsung SDS Solution**

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