

Samsung SDS

Nexhop **Interactive Marketing** **for Estate Agency**



Samsung SDS Nexhop

Interactive Marketing is

Retail sales & marketing support solution

that enables customers to enjoy the in-branch experience whilst also enabling estate agents to increase operational efficiency. This is achieved by enhancing connectivity between customers and stores.

Benefits

Improve Customer Experience

- Attract new customers by triggering interest with eye-catching displays
- Provide an immersive experience by leveraging in-branch touch screen and external information (map, transport information, street view)

Enhance Service Competitiveness

- Provide a customized and personalized consultation that Stands-out from the crowd
- Meet accessibility needs both in and out of office hours

Reduce Operation Cost

- Increase operational efficiency and meet brand guidelines easily through integrated content management
- Reduce unnecessary printing costs

Interactive Display Touchscreen

Create an immersive customer experience with an interactive property search solution. Customers can use the touchscreen to search properties and discover the local area via external information such as Maps, local area information and Street view.

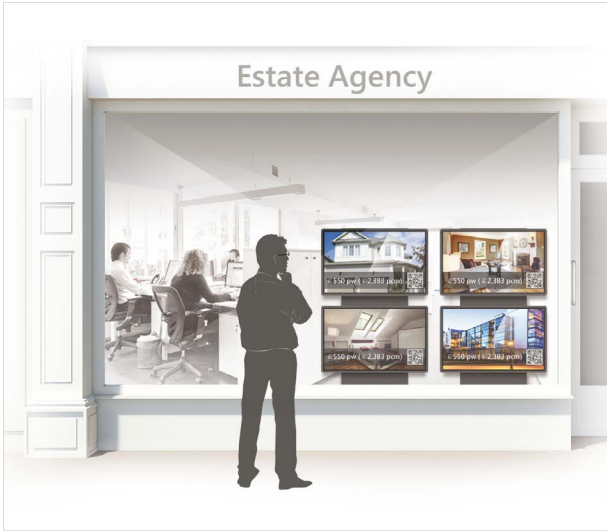


How can I engage
**WITH MORE
CUSTOMERS?**

Create an immersive experience for customers by providing a combination of Interactive Touchscreen screens and eye-catching Digital Window Displays.

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Digital Window Displays

Digital display with real time information



Create an eye catching Digital Window that delivers real time property content to Large Format Displays alongside traditional printed media.

32"	40"	48"	55"	65"
●	●	●	●	●



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Interactive Display - Touchscreen

Large Indoor Touch Display



Engage with clients through the use of this fully interactive touch display. Search properties and areas with your customer in a new way.

32"	40"	48"	55"	65"
○	●	●	●	●



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Interactive Display - Tablet

Large Indoor



As an alternative to the touchscreen solution, the interactive display can also be controlled using a tablet, with content 'thrown' to the large screen using gesture control.

32"	40"	48"	55"	65"
○	●	●	●	●



How can I increase
**OPERATIONAL
EFFICIENCY?**

■ ■ ■
**Enhanced Customer Insight
for Effective Consultations**

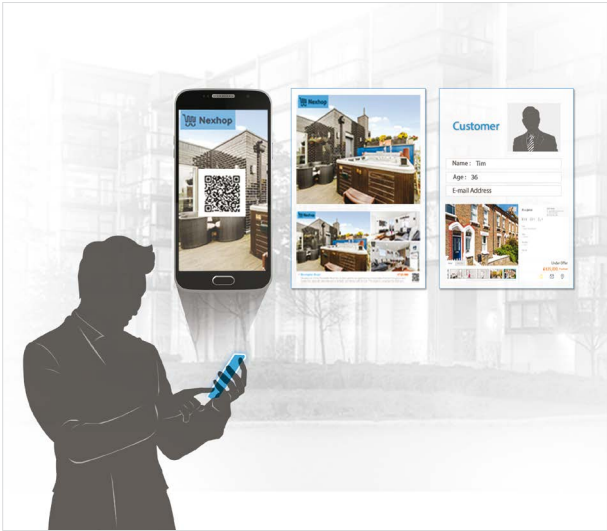


Based on a well summarised survey, customers are provided customized consultation with consideration of desired preference and requirement. After mutual comparison and analysis of selected properties, the agent can present appropriate properties.

Agents can save more time through an easy-to-use branch management system.

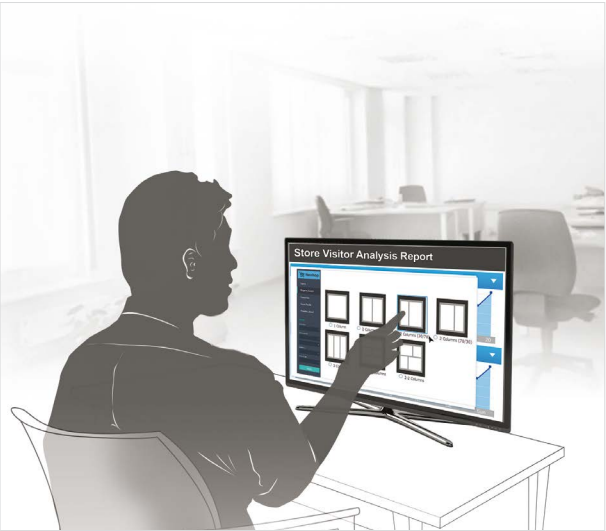
Efficient Branch Management

■ ■ ■
**Distribute Property Information
via Email or QR Code**



Once a customer shows interest in a property they can receive more detailed information, either by scanning a QR code or by entering their email address onto the interactive display.

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**Efficiently Update Advert
Property Listings**



Branch managers can quickly and easily create new templates to show properties. With our content management system, it only takes three clicks to get a property shown on the window screens.

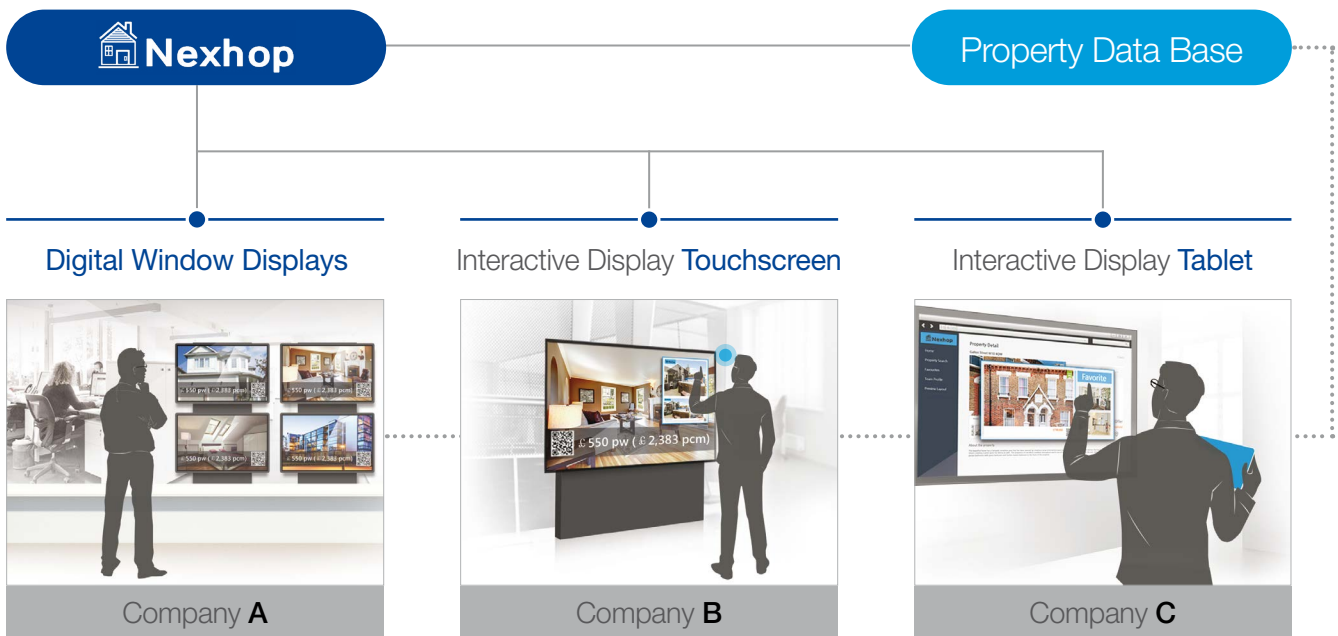
Fully Integrated with Property Data Base

Our solutions are fully integrated with your property data base to maximize the digital experience in store.

Multiple Branches or a single branch, the integration is real time, seamless and effortless.

Web updates from the property data base are now able to be reflected in branch immediately. Update on your PC and the changes are reflected on the digital screens right away.

Full support with a single point for help and support with your digital solutions.



Financing

Cost of solutions are financed to growth

Financing Option is available. The total cost of purchasing hardware and software can be financed and spread over the life cycle of the solution.

Low initial outlay to get the solutions installed and running in your branch.

36 monthly payment cover hardware, software, support, and maintenance keeping your capital expenditure low. Samsung SDS can provide consultancy on our preferred partners that can offer this facilities. Please email us at contactsds@samsung.com

Take a blend of the solutions available to create a truly unique and immersive digital experience that will help you improve client engagement, deliver premium customer service and ultimately sell more.

Samsung SDS Nexhop Interactive Marketing provides essential services

for Estate Agencies that improve customers satisfaction and support efficient offline branch management.

Reinvent your business
with Samsung SDS Nexhop Interactive Marketing

Contact

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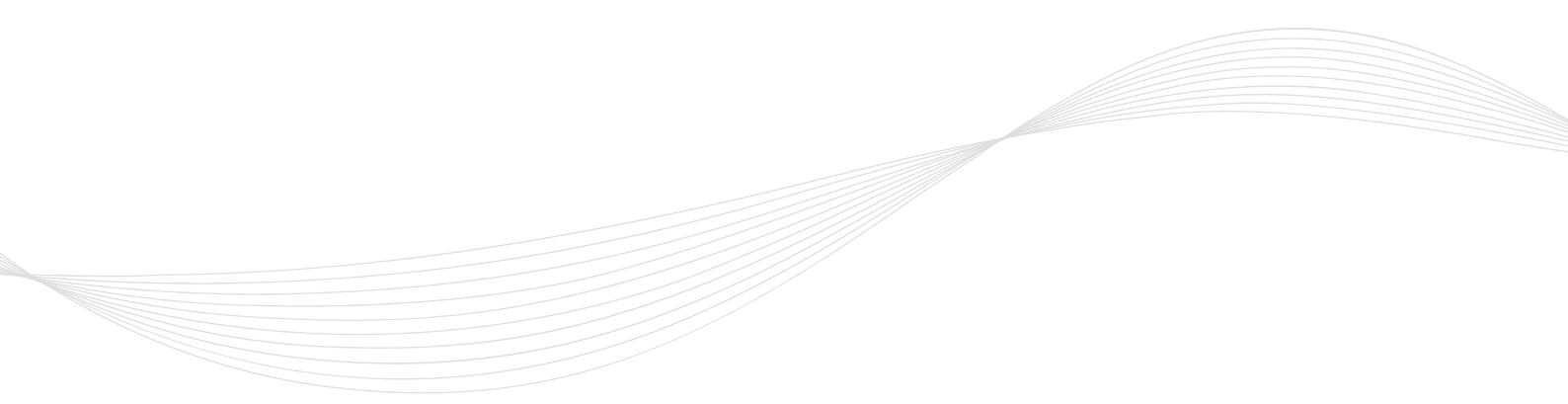
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insight to **!nspiration**



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