

SAMSUNG SDS

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SAMSUNG Nexshop

How much do retailers
understand their customers?

What kinds of **in-store experience** is necessary
to encourage customers to purchase more?

Retailers are looking for ways to enhance marketing effectiveness based on customer behavior analysis results, providing differentiated customer experiences to improve the competitiveness of offline stores.

SAMSUNG Nexshop

Samsung Nexshop is a data-driven retail solution for customer experience.

Understand your customers more deeply with analysis of data collected through touch points. Step forward using digital technology to provide rich information and fun experience for customers.





Hypermarket

Easy marketing campaign for big box supermarket

Deliver consistent sales messages and promotions in real time to all stores. Analyze customer response by branch, and reflect on sales strategy right away.

Flexible & quick support for content marketing

With Samsung Nexshop, store manager can efficiently schedule advertising contents for various products and distribute them in real-time. Additionally, HQ can share contents to each store through hierarchical management system in order to align marketing policy and for stores to easily create store-specific promotion using templates provided.

Store operation based on customer behavior analysis

Foot traffic to the store, dwell time and customer counting in specific zone are analyzed to optimize store layout and staffing for efficient store operation. The staff call button from the in-store devices improves customer facing process.

Real-time monitoring of device

The in-store devices are monitored in real-time and remotely through the system. The notification is sent if problem occurs on-site for an immediate responses to be taken.



Automotive

Create innovative automobile experience zones

Customers in the showroom can quickly review the information of their desired model. Leveraging customer experience in the store for immediate customer sales, and taking those factors into a variety of sales promotions on the spot.

Integrated management of marketing content and devices

Operating content which enhances brand values in align with HQ marketing policy. Also, the performance and device status per each store can be checked at a glance.

Introduce space to experience digital contents

By using mobile devices such as digital signage and VR to maximize the utilization of the store space, customers will experience a more vibrant showroom.

Unify on-and-offline brand experience

Tagging smartphones powered by NFC accessories or mobile apps provided by stores will save your preferences for products and recommend customized products based on this information.



Convention center & Exhibition

Communication between exhibitors and visitors becomes more active

Provide the necessary information in a timely manner for satisfying exhibition experience of visitors who have visited complex exhibition halls. Flexible content allows operating content flexibly.

Effective exhibition ads and information

Provide advertisements and exhibitions information of exhibitors using various templates effectively. Each content on display can be managed by space/ exhibition and can be easily controlled.

Plan exhibition based on customer behavior analysis

By analyzing the number of customers visiting the exhibition hall, the number of customers within a certain area, and the length of stay, you can check the effectiveness of the exhibition and optimize the exhibition hall design.

Real-time monitoring of device

The monitoring view of the device installed in the vast space enables to check the contents of play in real time and take immediate action in case of trouble.

DOOH

Maximize the effectiveness of outdoor advertising

Widely distributed digital signage is conveniently operated with remote control and monitoring functions. Increase your ad performance with situational awareness and customized content delivery.

Convenient content management and scheduling

Efficiently manage various types of content using flexible schedule management functions. Improved deployment technology quickly deploys fewer resources to all devices.

Providing content based on context awareness

Provide targeted content based on the context around the ad and the environment.

Real-time remote control / monitoring

Monitoring views of devices scattered across a large geographic area provide real-time visibility into what is playing and immediate action in the event of a failure.



QSR

Lead the changing needs of your customers

With flexible content management capabilities, respond immediately to changing marketing strategies. Streamline your workforce resources by utilizing self-service, remote control, etc.

Integrated management of marketing content and devices

Operating content which enhances brand values in align with HQ marketing policy. Also, the performance and device status per each store can be checked at a glance.

Providing content based on context awareness

Provide targeted content based on the context around the ad and the environment.

Real-time monitoring of device

Real-time monitoring of installed devices in the store allows you to check the content is playing correctly.



**With Samsung Nexshop, enhance
your true communication with your
customers in the store.**



Improve customer satisfaction

A fun shopping experience can increase customer loyalty.

The innovative digital store experience streamlines product information, and interactive communication leads to an increasing number of customers seeking a repeat shopping experience.



Increase marketing effectiveness

A good understanding of your customers is a competitive advantage.

Increase marketing effectiveness and store operation efficiency through promotion performance measurement and analysis such as analysis of customer behavior and sales, and promotion performance analysis.



Ensure operational efficiency

Reliable operation gives customers confidence.

Operational costs are saved with real-time content deployment using fewer resources between headquarters and branch offices. Identifying immediate issues reduces downtime.