



Samsung Nexshop Analytics and Contextual Marketing Fuels the HARMAN NYC Customer Experience

HARMAN | Samsung SDS



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HARMAN Background

Located in the heart of New York City, the HARMAN Experience Store offers visitors a glimpse into the musical world of HARMAN and transforms how customers interact with audio products. As a state-of-the-art audio showroom, the experience store offers a place where music-lovers of all ages can come to learn more about creating the ideal audio environment at home or on the go.

In building the HARMAN experience store, the company worked with a global architectural firm, Gensler, to design immersive, interactive experiences with an energy and attitude befitting the premium audio brands showcased within, including HARMAN/Kardon, JBL and AKG. After having made a significant investment in the store experience, HARMAN was looking for quantitative data to better understand the customer journey and guest experience within the store. HARMAN also sought a mechanism to be able to tailor future experiences to the individual customer. They turned to Samsung Nexshop to better understand buyer preferences and track shopper interactions, as well as gain deeper insights into how shoppers are responding to their experiences.

Why Measure Customer Experience?

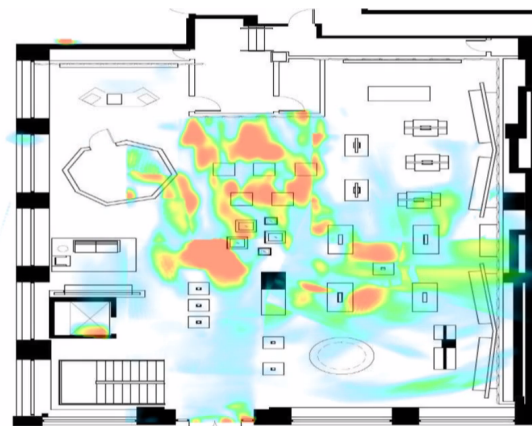
Since its grand opening in 2013, the HARMAN Experience Store has placed a major emphasis on customers and guests interacting with and testing out their innovative products. With such a keen focus on the customer experience, one critical element that has been missing is a deep understanding of the customer's journey within the store. Beyond the traditional measures like Net Promoter Score (NPS) and customer surveys, there are new analytic tools to understand how customers are interacting with brands. By measuring the in-store customer experiences, retailers and brands can proactively build intelligent business decisions and strategies around their ideal customer profile.

Personalize & Measure In-store Experiences with Samsung Nexshop

Samsung Nexshop enables retailers to deliver an intelligent, interactive in-store shopping experience by displaying targeted content and personalized messages on tablets and displays strategically placed throughout the store. For instance, a millennial male in a business suit will trigger content on a digital display that features the latest high-end wireless headphones. In addition, Samsung Nexshop allows retailers to access deep customer insights based on real-time data to help create the best possible customer experience, define staffing needs, visualize customer demand and flow, and drive better business decisions. Today, the HARMAN Madison Avenue flagship store uses:

- Traffic & zone counting
- Customer demographic analysis & heat mapping
- Demographic triggering of content on in-store displays
- Scheduled content on three large in-store displays with Tablet Sync

The goal of the installation was to provide actionable critical insight into the in-store customer experience at both the operator and senior management levels, as well as to enhance the HARMAN retail store experience for customers and guests. Working with HARMAN's existing system integrator, Samsung deployed project managers and a support team to install the solution and provide ongoing technical and analytical assistance.



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Enabling Sales Teams with Innovative Mobile & Display Technology

With Samsung Nexshop state-of-the-art mobile and display technologies, HARMAN is now able to enable their sales associates to seamlessly engage customers with highly visual and impactful tools without leaving their side. By synching content from tablets to large format displays, the sales person stays in control of the sales process and provides a more consultative customer experience.

“Nexshop technology has helped our sales folks stay more engaged with customers. For instance, we can tell people that a speaker is waterproof, but it’s a lot cooler when you can actually show them instantly on a video projected to a large screen. That is definitely more of a wow experience than we’ve offered thus far.”

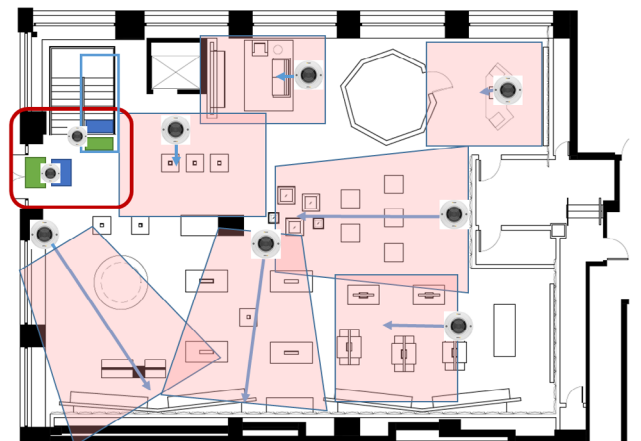
Jamie Feuss | Retail Store Director, HARMAN NYC Experience Store

In phase 2 of the deployment, HARMAN plans to deepen their content reserves, providing sales personnel with an extensive mix of visual product information and demos that improve sales outcomes.

Understanding and Enhancing the Customer Journey

By using behavior sensing technology, HARMAN is able to better understand customer patterns, preferences, and actions to optimize in-store customer experiences. Samsung Nexshop was deployed to understand the demographic profile of customers frequenting key areas using anonymized real-time data. Interestingly, the HARMAN operation team discovered that the average age range was younger than expected – the anonymized data showed more customers in the “under 40” range rather than the expected 40+ demographic age range. With these findings, HARMAN is now considering installing additional sensors to further segment and understand customer demographics throughout the store.

Additionally, with its real-time analytics capabilities and powerful content management system (CMS), Samsung Nexshop has enabled store operators to target content to the visitor’s demographic - ensuring guests feel like the store and the content is relevant to them. To further leverage the power of the CMS, HARMAN intends to build a more robust content library that will allow them to personalize their in-store advertisements and product displays to the intended audience. In this 2nd wave of the Nexshop deployment, HARMAN has the potential to map targeted advertising content, in-store lighting scenes, and background audio to additional triggers including customer demographics, weather and more, to create a truly immersive experience.



Supporting Better Decision-making for Senior Management

With Samsung Nexshop, the retail operations team on the ground is now able to provide their management with regular reports that go beyond sales data and general headcount. One of the most important outcomes HARMAN has seen is a better understanding of the experiences within the store that are attracting customers' attention and opportunities to maximize the areas that are falling short. With the Nexshop Analytics Dashboard, HARMAN is measuring footfall in specific zones and analyzing heatmaps to determine which areas of the store have higher dwell times throughout the day as well as during key events.

In today's retail environment, HARMAN understands that there is simply too much at stake to base business decisions on instinct alone. Findings from Nexshop serve to back-up their gut instincts with real data points and corroborate their initial impressions of the customer journey within the store. One of the key learnings from analyzing the Nexshop data is that, while some areas have consistently lower dwell times on a day-to-day basis, those experiences also tend to have the highest dwell times during events and special activities. With data to support management decisions, HARMAN executives are now positioned to maximize the demo spaces and merchandising opportunities within the store, as well as for broader strategic decisions, including:

- Additional camera sensors to gauge customer demographic analysis throughout the store
- Working with Gensler to redesign specific areas for more functionality
- Leverage the underutilized experiential demo spaces to support business development
- Maximize relevancy and engagement of content with trigger mapping and content library

To see the HARMAN NYC Experience Store in action, visit them at 527 Madison Ave, New York, NY 10022

ABOUT SAMSUNG SDS AMERICA, INC.

Samsung SDS America (SDSA) is the U.S. subsidiary of Samsung SDS, a \$9 billion global leader in digital transformation and innovation solutions. SDSA helps organizations optimize their productivity, make smarter business decisions, and improve their competitive positions in a hyper-connected economy using our enterprise software solutions for secure mobility, retail, DOOH, advanced analytics, and contextual marketing.

CONTACT US

To learn more about Samsung SDS America's Nexshop offering, please visit www.samsungsds.com/us/en or email us at bd.sdsa@samsung.com.